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President Names Ethridge for Radio Study

Hough Heads Press Group; Thacher-Kaye Counsel

WITH THE drafting by President Roosevelt of Mark Ethridge to undertake a "survey of the entire situation now existing" in broadcasting, fears of any immediate upheaval in radio by regulatory fiat have been allayed. The view still prevails, however, that the industry faces an uphill fight against imposition of restraints on newspaper-ownership and other business phases of radio operation.

Disclosure of the Ethridge appointment by the Chief Executive came at a meeting in New York, April 22, of 200 publishers of newspapers identified with ownership of stations, at which time plans were completed for creation of an organization to resist any Government move toward divorcement of newspapers from station ownership.

A reassuring note in the President's letter read by Mr. Ethridge was that "no action is contemplated that would affect any present ownership" of stations in connection with the projected inquiry into newspaper ownership.

Thacher Named

After electing Harold V. Hough, of the *Fort Worth Star-Telegram*, operating WBAP and co-owner of KGKO, to the chairmanship of the newspaper station group, Thomas D. Thacher, of New York and Washington, one-time Solicitor General and a former Federal judge, was designated chief counsel. Assisting the hard-hitting attorney in the preparation of the case to be presented to the FCC will be Sydney M. Kaye, vice-president and general counsel of Broadcast Music Inc. and a prime mover in its organization, who will be associate counsel.

Mr. Ethridge read to the special session at the Waldorf-Astoria last Tuesday the letter from President Roosevelt, which asked him to become his personal advisor on the formulation of a new national policy to govern radio. Mr. Ethridge thereby undertakes the assignment originally slated for Lowell Mellett, director of the Office of Government Reports. Mr. Mellett viewed the task as too specialized and is preoccupied with other matters [BROADCASTING, April 14, April 21].

JUDGE THACHER

The unprecedented action of the President in selecting from the industry a figure to make the all inclusive radio survey at a time when the FCC has been moving in on all industry fronts was acclaimed in broadcasting circles, though the gravity of the outlook is not discounted.

Even more significant, it was thought, is the fact that Mr. Ethridge was assigned to an over-all study rather than one restricted to the newspaper issue, culminating in the submission to Mr. Roosevelt by his new personal advisor on broadcasting suggested changes in the existing law.

Mr. Ethridge, vice-president and general manager of the *Louisville Courier-Journal* and *Times*, which operate WHAS, on April 20 had announced to his special committee of publisher-broadcasters that he would accept the President's mandate as a "personal venture". At the same time he resigned as chairman of the newspaper station group. This group was created to prepare for the FCC inquiry which had been ordered on March 19 by the FCC majority (Order No. 79) under instructions from the Administration.

The Ethridge committee of 44 [BROADCASTING, April 14], at the April 20 meeting, designated a steering committee under the chairmanship of Mr. Hough to prepare for the April 22 session, and, subject to the entire group's ratification, to lay plans for meeting the issues raised by the FCC. It was at the Tuesday meeting, after hearing a full exposition of the current situation from Mr. Ethridge, including the authorized reading of the President letter (see page 10), that the Steering Committee selection of Judge Thacher and Mr. Kaye was ratified.

The entire group, impressed by Mr. Ethridge and Mr. Hough with the serious outlook and fearful of a squeeze play designed to exclude either newspapers or newspaper owners and stockholders from owning all or part of any radio station, practically unanimously approved a budget of approximately $200,000, to be raised by assessments of newspaper station revenues (see page 10).

Mr. Ethridge emphasized that he is undertaking the survey purely as a "personal venture", though the President's letter asked him to assume it either "as a completely personal venture or as a representative of the radio industry". Mr. Ethridge said he felt he was accordingly obligated to resign as chairman of the original planning committee, and could serve neither on the Steering Committee nor continue as a director of the NAB. He will not stand for reelection at the St. Louis convention of the NAB as one of the two directors representing large stations.

Ethridge Survey

It is presumed Mr. Ethridge will take a leave of absence from his Louisville work and start the study, which may require several months. He may find it necessary to organize a staff. Meanwhile, it logically is expected that the FCC will not issue new regulations on business aspects of broadcasting now under scrutiny, until the President has had occasion to consider Mr. Ethridge's findings.

The Steering Committee chosen by the Committee of 44 will function at least until the FCC hearings. FCC Chairman Fly and other Administration figures have assured Mr. Ethridge these meetings will not be hastened and will not be called before full opportunity has been given the newspaper interests, the expected intervenors and the FCC's own counsel to prepare their cases. The hearing probably will be called sometime after June 1.

The Steering Committee is regarded as representative of all classes of newspaper-owned stations, and its members were elected without regard to their network affiliations. It was emphasized this was to be handled as a newspaper-ownership issue exclusively and was not to be confused with—and if possible not involved with—the network monopoly, multiple owner-

Drawn for BROADCASTING by Sid Hix

"He Keeps Hanging Around—I Think He's an FCC Man Investigating Joint Ownership of Newspapers and Radio."

ship, clear channel, television and other issues now before the FCC and the industry except insofar as the newspapermen are concerned with the whole course of Federal regulation.

Other Members

Members of the committee, in addition to Chairman Hough, are: Walter J. Damm, *Milwaukee Journal* (WTMJ), vice-chairman; Tennant Bryan, *Richmond News-Leader* (WRNL), treasurer; Guy Hamilton, McClatchy Newspapers of California and radio stations (KFBK, KMJ, KERN, KWG, KOH); James M. Cox Jr., Cox newspapers and radio stations (WHIO, WIOD, WSB); John E. Person, *Williamsport* (Pa.) *Sun* (WRAK); Nelson Poynter, *St. Petersburg Times* (WTSP); Jack Howard, Scripps-Howard Radio (WMC, WNOX, WMPS, WCPO); Gardner Cowles Jr., *Des Moines Register & Tribune* and *Minneapolis Star-Journal* (KSO, KRNT, WMT, WNAX).

Chairman Hough has been designated by Amon Carter, publisher of the *Fort Worth Star-Telegram*, to devote all his time if necessary to the work of his committee and its counsel. He stated that headquarters will be established in New York and Washington, and that an executive secretary will be named. Also to be named will be a staff of researchers and statisticians to be headed by an economist yet to be chosen, who will assist Judge Thacher in preparing the case.

"As I see it," Mr. Hough told the Tuesday meeting, "we ought to be glad to meet this issue out in the open. It has long been smouldering beneath the surface, and now we have a chance to tell our story frankly and openly. Newspaper-owned and affiliated stations have done a good job and are proud of it. We've done a lot for radio and can do a lot more in the future.

"We are going to present a factual case, and we have nothing to hide from the Commission or the public."

Not an Inquisition

From Mr. Ethridge came assurances, reflecting the views of President Roosevelt, that the FCC hearings will not be "inquisitorial" in character. Mr. Roosevelt, who is a friend of Mr. Ethridge of long standing, assured him both in the letter and personally that the primary objective is to keep radio free. The FCC, he said, intends only to "explore" the problem as a whole, does not intend to upset the status quo precipitately and is concerned with a trend, admittedly of its own making, toward a disproportionate control of radio by newspaper interest.

But Mr. Ethridge did not attempt to minimize the importance of the situation to all newspaper interests in radio or proposing to get into radio, whether through corporate ownership, personal stock ownership or minority interests.

"I have been assured that this will be a fact-finding inquiry," he said, "and the facts to be explored will be agreed upon in advance. But don't for a moment think there will be no hearing, and don't for a moment think that its outcome will not affect all of you."

It is presumed the Ethridge report to President Roosevelt will play a big part in the determination of ultimate policy, but it will be submitted independent of the hearings—and it was made plain that it would be submitted with Mr. Roosevelt's full knowledge that Mr. Ethridge is a newspaperman directly interested in a radio station. It is possible that Mr. Ethridge, who was tendered a vote of thanks and confidence by the meeting, will appear as one of the witnesses at the inquiry.

Most of the Committee of 44 or their proxies, and some additional radio publishers, appeared at the Sunday closed sessions at which the entire situation and its problems were outlined by Mr. Ethridge. After the Steering Committee was elected, it met in almost continuous session until the Tuesday meeting, calling in Judge Thacher and Sydney Kaye for conferences and going over a proposed assessment plan by Ernst & Ernst, accountants who helped set up the NAB and BMI system of assessments. Names of nearly a dozen proposed counsel were considered before it was agreed to submit the name of Judge Thacher.

Nothing that went on in the Steering Committee's parleys was withheld from the full meeting two days later. That meeting opened with Mr. Ethridge's announcement of his resignation and Mr. Hough's announcement of the Steering Committee, the latter being approved without dissent. Then Mr. Ethridge discussed the chronology of events since he began his inquiries.

He went first to Chairman Fly, he said, and was assured there was no desire to "hurry us into any hearing without preparation." He was told the Commission, its docket loaded with many other matters, would not fix a date of hearing before June 1. He then went to see Lowell Mellett, director of the Office of Government Reports, Stephen Early, White House secretary, and President Roosevelt.

Inquiring into the motives behind the order, he was soon convinced that everyone in the newspaper business connected with radio, even if only holding 1% in-

(*Continued on page 32*)

Radio Publishers Adopt Method to Raise $200,000 to Meet the Press-Radio Issue

WITH FEW dissenting votes radio publishers, attending the meeting in New York last Tuesday to plan ways of meeting the press-radio issue raised by FCC Order 79, approved a plan of assessment based on station income designed to raise $200,000 for payment of hearing and contingent expenses. The plan was devised by Ernst & Ernst, public accountants, and it was explained that it was based on gross income less agency commissions and frequency discounts.

Form sheets pledging the amounts were passed among the membership and many were signed immediately. It was stated that 194 of the 294 stations involved were members of the NAB, these being included in the total of 244 stations for which confidential 1940 income records were available. From these could be raised $193,000. The other 50 stations include seven identified with newspapers but not yet constructed, one that is noncommercial and the remainder, mostly smaller stations, for which figures were unavailable.

Chairman Harold Hough declared it was not the intention of the Steering Committee, whose treasurer is Tennant Bryan, manager of the *Richmond News-Leader* and an official of WRNL and son of the president of William & Mary College, to spend the entire $200,000 if it could possibly be avoided.

The assessment schedule, based on 1940 incomes, was:

$ 0	to	$ 15,000	$ 50
15,001	to	36,000	150
36,001	to	60,000	300
60,001	to	80,000	450
80,001	to	120,000	675
120,001	to	160,000	950
160,001	to	200,000	1,225
200,001	to	300,000	1,700
300,001	to	400,000	2,400
400,001	to	500,000	3,000
500,001	to	600,000	3,750
600,001	to	800,000	4,750
800,001	to	1,000,000	6,000
1,000,001	to	2,000,000	10,000

WGN-Antrim Out

BECAUSE of lack of "sufficient assurance" that the newspaper-radio committee created to combat the FCC newspaper divorcement inquiry order would use its $200,000 fund in the manner contemplated, E. M. Antrim, assistant business manager of the *Chicago Tribune*, operating WGN and secretary of MBS, announced April 23 resignation of the station from the group and his own resignation from the committee of 44. Under the assessment scale, WGN would be called upon to contribute approximately $10,000 as a station having an income of $1,000,000 or more. Mr. Antrim's letter of resignation went to Chairman Harold V. Hough, of the radio-newspaper committee. For detail story see page 33.

President Names Ethridge to Survey Whole Radio Problem . .

FOLLOWING is the full text of the "Dear Mark" letter from President Roosevelt asking the Louisville publisher-broadcaster to undertake "a survey of the entire situation now existing" in American radio:

"With regard to the suggestions offered by you in our brief talk on April 3 and in your subsequent memorandum, these thoughts occur to me:

"First, I can see no sufficient reason for objection by newspaper publishers to the sort of hearing proposed to be held at some unnamed date by the FCC on the general question of joint radio and newspaper ownership. As you know, the question is one that is continually arising and yet one concerning which the Commission never yet has laid down a guiding policy.

"As I read the Commission's announced purpose it is to advise publishers that a discussion of this subject with the interested parties is to be held after they have been given sufficient time to prepare themselves for such a discussion.

"Airing of the subject in this manner is the democratic way and I am sure is not a thing to which publishers can object. After a thorough exploration of all factors presented it may be possible to formulate a consistent policy for guidance in determining cases that arise in the future. (No action is contemplated that would affect any present ownership.)

"So much for the proposed hearing. In the meantime you have indicated a deep concern in the whole problem of radio in America —its ownership, its regulation and its possibilities of public service. I have been impressed by your intelligent and informed interest and am aware of your rather unusual experience in this field. I am wondering if you would be willing—as a completely personal venture or as a representative of the radio industry—to undertake a survey of the entire situation now existing and report to me your findings, including any suggestions you may have for changes in the existing law. This would be a real service to me.

"We are all agreed that we want to keep radio free. I am certain therefore that newspaper publishers accept the principle, now established after a long fight during the present Administration, that the public is entitled to as many broadcasting stations as the spectrum will permit, so long as there are operators who wish to use such stations and so long as technical interferences are avoided. This technical limitation on the number of transmitters gives the Government its principal function in the realm of radio, that of referee to determine who the operators of the limited number of transmitters shall be. I have asked Chairman Fly to explore this question and I know he will welcome such an outside study as I am suggesting here.

"In a general way the answers to be sought are these:

"How to keep radio free, as part of our purpose to keep all channels of public information free. This includes, naturally, how to prevent monopoly of radio operation or ownership.

"How best to utilize radio in the public interest.

"Because of the great importance of this matter to the American people and their Government, as well as to the special interests involved, I trust I may hope for a favorable response to this request."

ANPA Meeting Leaves Radio In Special Committee Hands

Publisher Tells of Frequency Discount Success; AP Session Discusses Broadcasting Indirectly

DESPITE the intense interest of all newspaper publishers, whether station owners or not, in the current FCC investigation into newspaper control of broadcasting, the subject was not discussed during the sessions of the 55th annual meeting of the American Newspaper Publishers Assn. held April 22-24 at the Waldorf-Astoria Hotel, New York.

Feeling was expressed by ANPA officials that this matter is being well handled by the special committee, which conducted a meeting of all publishers with radio interests on Tuesday afternoon (see story on page 9), and that there was no need for the ANPA to take organization action.

Report Omitted

Following this line, the customary report of the ANPA radio committee was omitted from this year's convention. The Committee on Federal Laws mentioned in its report the FCC Order 79 and the resolution of Rep. Wigglesworth (R-Mass.) asking for an FCC investigation of newspaper ownership of radio stations which has been referred to the House Committee on Rules, but there was no discussion of the matter from the floor of the meeting.

Radio, however, still received a due share of attention from the publishers. On the opening day, devoted to newspapers of less than 50,000 circulation, J. S. Gray, *Monroe* (Mich.) *Evening News*, and O. S. Warden, *Great Falls* (Mont.) *Tribune* (KFBB), discussed the question of station operation by a small paper and how much advertising a paper loses through station operation.

Mr. Gray cited FCC figures showing that the smaller the market the more the station depends on local advertising. In cities of less than 25,000 population, he said, 74% of a station's revenue comes from local advertisers. This drops to 67% in cities of between 25,000 and 50,000, and to 50% in cities of more than 50,000, he reported.

Mr. Warden said that while his paper had felt some competitive influence from its station there had been no particular loss of business. The question of the desirability of a paper owning an FM station was also touched on by Mr. Gray, who said that it is too early yet to determine what the effects of FM operation will be.

Lee R. Loomis, *Mason City* (Ia.), *Globe Gazette* (KGLO), reported on the experience of his paper in establishing a frequency discount rate for local advertisers, similar to radio practice. Plan was designed to stimulate advertising from small local concerns and was limited to copy of three column inches or less, he said, with discounts given after 13 insertions, and further discounts after 26, 39, and 52 insertions. The plan worked out very well, he reported, the paper securing more than 200 new accounts and the advertisers getting good results from repeated insertions.

Circulation Growth

In his opening address at the Wednesday morning meeting, ANPA President John S. McCarrens, *Cleveland Plain Dealer* (WHK, WCLE, WHKC, WKBN), said that in 1940, U. S. daily newspaper circulation in the United States averaged 41,131,611, an increase of nearly 1,500,000 over 1939, 13,000,000 over 1920. Since 1920 population has increased 26%, newspaper circulation 47%.

High spot of the Wednesday afternoon session, held under the auspices of the ANPA Bureau of Advertising, was the address of Richard R. Deupree, president of Procter & Gamble Co. Using the soap business to illustrate, he said that in 1880-90 the housewife paid 5 cents for Ivory Soap and 5 cents in 1941, though raw materials have doubled in price and wages have risen tenfold, and Federal taxes, unknown 50 or 60 years ago, now cost the manufacturer a sum equal to his factory payroll.

"It does not seem possible," he stated, "that expenses such as I have mentioned could be absorbed if we had not advertised Ivory Soap almost continuously since 1882. If through false reasoning or any other cause, worthwhile, honest advertising is crippled and hampered, it would be the death blow to real industrial development."

Improvements in national advertising in newspapers were reported by William T. Thomson, director of the Bureau of Advertising. There is an "astonishing dealer preference" for radio and magazine advertising, he declared, "because radio and magazines have been busy selling the retailers while newspapers have largely been indifferent or too busy to bother about something that doesn't affect today's linage."

During the "Board of Experts" quiz session that concluded the afternoon meeting, several of the questions concerned radio. William H. Howard, executive vice-president of R. H. Macy & Co., New York department store, said in answer to a question: "If anybody tells you that radio for a department store cannot be made to pay off, I think you ought to examine his line of reasoning because ours indicate that it can."

AP Discussion

Radio was mentioned tangentially by several publishers during the discussion of a resolution on hours of publication at the Associated Press meeting on Monday. While the debate was largely concerned with the competition of morning and evening newspapers and the feeling of the latter that the resolution favored the former by giving them the right to publish AP news from 7 p.m. to 9 a.m., or 14 hours, leaving only 10 hours to evening publishers, one of whom pointed out that he can get AP news for use on his radio station at hours when it is not available for his newspaper. As a result of the discussion the group authorized the appointment of a committee to study the matter of a complete revision of AP's by-laws.

Creation of Press Assn. Inc. as an AP subsidiary to handle the sale of news to radio, the AP Laboratory and other activities not immediately concerned with the news and news pictures to AP membership [BROADCASTING, Jan. 27] was described in the report of the board of directors to the members.

(*Continued on page 37*)

Walter M. Dear Elected As President of ANPA

WALTER M. DEAR, *Jersey City Journal*, vice-president last year, was elected president of ANPA for the coming year, succeeding John S. McCarrens, *Cleveland Plain Dealer*, who becomes a director. Linwood I. Noyes, *Ironwood* (Mich.) *Globe*, was elected vice-president; Norman Chandler, *Los Angeles Times*, and William G. Chandler, Scripps-Howard Newspapers (WNOX - WCPO - WMC - WMPS), were re-elected secretary and treasurer, respectively. Directors elected for two years include Mr. McCarrens; Jerome D. Barnum, *Syracuse Post-Standard*; David W. Howe, *Burlington* (Vt.) *Free Press*; W. E. MacFarlane, *Chicago Tribune* (WGN); F. I. Ker, *Hamilton* (Ont.) *Spectator*. George C. Biggers, *Atlanta Journal* (WSB), also was elected a director.

There were two broadcasts in connection with the ANPA convention, both on Thursday evening. Penn Tobacco's *Vox Pop* show on CBS, 7:30-8, included interviews with Gen. Hugh Johnson, Beatrice Fairfax, Arthur (Bugs) Baer, Inez Robb, Otto Soglow and Charles A. Smith, all familiar newspaper bylines. From 9:30 to 10, MBS carried the address of Secretary of the Navy Frank Knox.

THIS PRESS-RADIO Steering Committee was elected by the special committee of 44 appointed by Mark Ethridge at the preliminary meeting in New York April 20 called to plan newspaper-radio representation at projected FCC hearings. Seated (l to r): Walter J. Damm, *Milwaukee Journal* (WTMJ), vice-chairman; Harold Hough, *Fort Worth Star-Telegram* (WBAP, KGKO), chairman; Guy Hamilton, McClatchy Newspapers of California (KFBK, KMJ, KERN, KWG, KOH); Tennant Bryan, *Richmond News-Leader* (WRNL), treasurer. Standing (l to r): James M. Cox Jr., Cox Newspapers (WHIO, WIOD, WSB); John E. Person, *Williamsport* (Pa.) *Sun* (WRAK); Nelson Poynter, *St. Petersburg Times* (WTSP); Jack Howard, Scripps Howard Radio (WMC, WNOX, WMPS, WCPO); Gardner Cowles Jr., *Des Moines Register & Tribune* (KSO, KRNT WMT, WNAX).

Merchandising Needs of the Advertiser

Station Cooperation Is Advocated To Make Advertising Effective

By CLAIR HEYER
Radio Director, Armour & Company

MR. HEYER

EVERY question has two or more sides—well, most questions, anyway. And that's the way Clair Heyer feels about the merchandising problem, which has been discussed pro and con in these columns for several weeks. Moreover, Clair has seen the problem from the inside, having once been national sales manager of WHBF, Rock Island, Ill. Now he is radio director of an active and big sponsor, Armour & Company. Last fall Armour staged a radio campaign that was merchandised to the hilt—aided by an intensive effort to obtain station cooperation. From his strategic post he has some potent arguments to meet the claims of those who are opposed to extensive merchandising aids.

DURING recent weeks there has been a lot of discussion pro and con regarding radio station merchandising, to the point where some broadcasters want the NAB to "pass a law". This sounds a little peculiar, coming from men who yelp like scalded kittens at the bare mention of further Government regulation and restriction . . . from station operators who say that in radio, each station is "different". Advertisers naturally are concerned—but probably will have to take it or leave it—if NAB members actually take such a radical step.

However, I believe the immediate noise and smoke have confused the fundamental question, which started out as "how much merchandising should a station give". Fundamentally, no NAB member wants industry restriction which will eliminate competition, individual initiative and, most important of all, the value of radio as an advertising medium. It is not typical of the NAB to try to tear down a good thing.

Service That Is Better

So first assuming that station merchandising has a definite value, perhaps the issue will emerge as, not "how can we restrict or limit station merchandising"—but "*what merchandising cooperation does the advertiser need from stations . . .* how can stations *improve* their merchandising, to make it more effective and more profitable *for the stations* as well as the advertiser?" This sound more like the radio industry.

The current controversy has at least focused attention on station merchandising. And without advancing any of my own arguments or reasons, I furthermore believe most broadcasters will finally agree on these points:

(1) It is necessary to merchandise any radio campaign (already agreement here).

(2) Station merchandising, when properly handled, has a direct bearing on the success of a radio campaign.

(3) Station merchandising is primarily station selling—and in the long run will benefit the station just as much as the advertiser.

(4) Radio stations can give certain merchandising services which cannot be handled by the advertiser.

So (5) broadcasters should organize their merchandising departments to give cooperation the advertiser must have, and organize the operating details on an economical, efficient and mutually profitable basis.

First, if I attempt to speak with any authority on what the advertiser needs, it is not because of my vast experience—but because of lack of it. I have been on the advertiser's side of the fence only for the past year. Under these circumstances, I sometimes found out what the advertiser needed to carry out a successful campaign—with painful suddenness.

From the station's standpoint, radio men have a right to tell me to stay on my side of the fence. But here pure habit is responsible. I spent some years selling radio advertising—not for the powerful basic network outlet, but for the regional and local, sometimes without network, where we had to start on national business from scratch and dig for every contract. I merely assume that whatever merchandising we found possible, reasonable and profitable for these stations would be the proverbial duck's broth for the average station today.

Needs of Advertisers

During the past few months, I had a chance to see and work with the very best in station merchandising. The Armour & Co. station merchandising contest last October and November [BROADCASTING, Feb. 24] produced outstanding examples of station cooperation and merchandising operation, which was put to every practical test. It also revealed some weak points.

What the advertiser needs can be classified as (1) program-listener promotion, (2) dealer merchandising, (3) merchandising to the client's sales organization, and (4) cooperation with the client's advertising department and advertising agency.

But here I am concerned with the smaller details as well as fundamentals. After all, it is operating and administration *details* which grow ulcers for both advertisers and broadcasters. Probably the majority of broadcasters who view merchandising with alarm do their worrying primarily because details of their own merchandising operations are not organized on a routine basis. Any complete merchandising program involves extra work, takes staff members from other duties, and is therefore difficult and costly to handle. Judging by the Armour contest, stations which have their merchandising work well organized seem to actually have a good time—and turn it to their own advantage.

The following are those station services which I feel are vital to the average program sponsor, with some illustrations from the Armour Station Merchandising Contest:

Station Support

I. *The advertiser needs all the support he can get from the station to publicize his program to the public and to increase its audience.* It makes no difference how the station does it—newspaper display, news column publicity, direct mail, courtesy announcements, plugs on sustainers, special broadcasts of all kinds, billboards, theatre trailers, electric signs, community contacts, fan publications and/or what have you.

The non-merchandising station uses these facilities to say "Station WOOF is wonderful, listen to WOOF". The merchandising station uses them to say "Listen to *Treat Time* on WOOF—*Treat Time*, Treet and WOOF are all wonderful".

What is the difference, except that the latter is more specific?

All stations render some publicity service but a few justify limited cooperation by saying program promotion is the advertiser's responsibility. Perhaps!

But radio's whole success is due to those individual stations which have developed and built up their own local audiences, not to those which hooked a ride on the networks' coat tails. Radio budgets usually group the cost of station time, talent and program promotion.

But if the advertiser bought *all* the time, space and other facilities necessary to do the entire listener promotion job, there wouldn't be a solitary dime left for the stations. However, stations can make reciprocal deals involving little cash for a sufficient number of the above services which can be used to

FUR COAT CONTEST HELPS YOU SELL MORE
TREET
"The All-Purpose Meat"
FOR DETAILS . . TUNE IN "Your Treat"
MONDAY · WEDNESDAY · FRIDAY ·
WLW 1:45 to 2:00 P.M. E.S.T.

Dealer Mailing Piece Sent Out by WLW

plug all commercial accounts in their turn.

The advertiser who wants merchandising cooperation will furnish the necessary continuity, newspaper mats, photos and display material.

Many radio stations print and distribute their own program logs and on the back of some we find—white space. But such stations as KTUL, KTSA, KLZ, WCSC, KGNC, WTAR and WWL used covers or panels to publicize commercial shows.

Many broadcasters have become aware of the opportunity to tie-in merchandising work with public relations contacts. Stations have built a tremendous amount of good will through public service cooperation with the various civic, social, educational, fraternal and other community groups.

Publicity Tieups

Officers of these groups are more than willing to cooperate with the local station by permitting it to publicize campaigns, especially consumer contests, among their memberships. Advertising has its own glamour for the public, just the same as Hollywood stars and the local hillbilly—if the station people will give it half a chance by telling listener groups about advertisers and commercial programs, as well as kilowatts and name stars.

Some years ago WHBF at Rock Island organized a group of small-town news correspondents into good-will merchandisers simply by letting them in on news about commercial programs, sending them occasional samples, conducting little contests, etc. WLW, Cincinnati, recently organized its own consumer organization.

To publicize the *Your Treat* mink coat contest, such stations as WSYR, KHQ, KTUL, WGST, KDAL, WCHS, WLW, KTRH, KTSA and others sent representatives direct to various women's organizations. Such as KGNC, WMBG, WBRC, WBT and WGAR worked through dealer groups . . . KTRH, KOIL and WMBR sent wires or letters direct to listeners, while WWL and WMBG made special efforts to reach co-eds at colleges where they had contacts.

This is one of the best and easiest ways to make friends for advertising, to counteract the few so-called consumer groups which preach the doctrine that all advertising robs the poor.

Dealer Contacts

II. *The advertiser needs the station's help in securing the support of dealers and wholesalers.* Again, this may be the advertiser's responsibility—and he will usually try. But drug and food retailers have hundreds of advertised products and hear an advertising story from a dozen different drummers every day.

The sponsor's salesman may tell the dealer he has a campaign on WOOF, but the opinion that dealer has of station WOOF depends entirely on his contacts and experiences with that station over a period of time. Whether he increases his order and puts up a display, or just grunts, depends on what the station does to make it seem like more than just another advertising program (see photo this page).

There are the usual dealer mailings, contacts, displays and meetings, plus distribution of display material. Some stations court dealers in the latter's own trade papers. Cooperative working agreements between broadcasters and retail groups have been successful.

An outstanding example of dealer merchandising was the fur coat style show conducted at St. Louis by KMOX, attended by over 2,000 St. Louis grocers and their wives. Advertisers with no local salesmen may depend entirely on the station for some of the above services. Regardless, it will add that much more punch to the drive.

Dealer merchandising does require more work. But perhaps I am old-fashioned in believing that the station man who contacts dealers for one account, at the same time is selling them on his station . . . sells them on supporting other national campaigns on his station . . . thereby enabling that station to sell more national advertising.

Letters, of Course!

Program promotion often becomes dealer merchandising merely by telling the dealer what is going on. During the Mink Coat Contest, WNAX had girls with sandwich signs passing out entry blanks on the streets of Sioux City. But instead of stopping there, these girls called at every retail grocery and meat market in Sioux City.

Some stations think of dealer merchandising in terms of dealer letters. This is a step in the right direction but after the first several hundred letters, how can a station think of a new way to say fundamentally the same thing? Special mimeographed bulletins with a little cartooning, such as those used by WNAX, KGNC and WIRE and special printed cards put out by WLW (see photo page 13) and KTUL carry far more sales punch than a plain letter.

KOIL Dealer Display Right at the Meat Counter

More and more stations are publishing regular periodicals for dealer lists, miniature magazine or tabloid style. Such pieces not only tell the entire story to dealers but in many instances are used as mailing pieces to agencies and advertisers, and cost less than the average brochure. Outstanding examples are those published by KRNT, WLW, WKY, WFAA, WSYR, KTBS, WFBL and WMC.

Newspapers Ahead

By handling a greater volume of food and drug retail advertising, a majority of newspapers have had an advantage over radio on dealer contacts and are far ahead on the very important dealer tie-in advertising. But most stations could work out a plan something like this:

The station offers the retailer two or three announcements (no restriction on continuity or product) in exchange for space of equal value in the retailer's regular newspaper ad, which would give the sponsor's program, the station and the week-end price of the featured product.

On any dealer contacts, the advertiser will appreciate some kind of a summary report showing percentage of distribution, dealer cooperation, how product ranks in consumer movement, etc. Specific cases calling for immediate attention should be referred *immediately* to the company's local salesman, instead of delaying action by sending the only report to the client's headquarters. Why not a mimeographed work sheet?

Self-Selling

III. *The advertiser has a right to insist that the station sell itself to its own local salesmen and field managers.* An advertising department can merchandise its radio advertising program to its sales organization, but cannot sell each unit on its local stations without some cooperation. And no salesman can get enthused about his radio program, and get his dealer's support, unless he is enthused about the station itself. This responsibility rests solely with the broadcaster. Sales meetings, auditions, bull sessions or golf—the method makes little difference.

Again I say "sell" instead of merchandise, sticking to the horse and buggy theory that the broadcaster will sell more national business by working *with* a man instead of *on* him, or by reading about new campaigns in BROADCASTING, writing letters and wondering why the national rep fell down on the job. Get to know "Oscar" instead of "Mr. District Manager" and he might recommend your station for future advertising.

An advertiser's salesman can take advantage of station merchandising support only if they know about it and have the evidence for their sales portfolios. And don't wait until the campaign is over.

Stations furnish the advertiser's organization with coverage maps up to elaborate sales portfolios. But to the best of my knowledge, no station has cut costs by planographing a standard form for sponsors' salesmen—one which attractively shows the stations' basic presentation, leaving space to fill in each advertiser's own story.

Informing the Advertisers

IV. *The advertiser's home office needs complete, detailed and concrete reports on station merchandising activity,* which in my dictionary is another "selling" operation. A station may be doing a bang-up merchandising job but few persons will know it unless the stations submit reports and evidence which can be passed along to all interested parties.

It is the only way the story will get from the agency time buyer to the agency contact man, to the sponsor's radio director, to the advertising manager, to the department head, to the sales manager, to the vice-president . . . and before we get to the stockholders, this will give an idea of how many persons may be involved.

Parties far down, or up the line, usually inaccessible to station salesmen, may have strong voices in market appropriations but merchandising evidence and reports are about the only part of an individual station's story which will

(*Continued on page 41*)

PIONEER MIKE
Sends a Personal
MEMO TO . . .
Mr. Clair Heyer

YOU WILL BE INTERESTED in the marked item on the attached monthly program schedule. Over 6,000 of these programs are mailed or delivered once a month to radio listeners who have **requested** them.

This is just one of the many "extra" services not on KLZ's rate card.

KLZ • Denver
Columbia Network • 560 Kilocycles
5000 Watts Day and Night
"PIONEER OF THE WEST"

KLZ Mails Cards to Clients

Four Newfoundland Stations Under Terms of Havana Treaty

All Assignments Are Located in City of St. Johns; U. S. Agreement With Mexico Is Made Public

NEWFOUNDLAND, in the extreme Northeastern portion of the Continent, has been assigned four broadcast stations under the reallocation which affected the other North American nations, though it is not an actual signatory to the North American Regional Broadcast Agreement, which became fully effective March 29.

The Newfoundland allocations, not heretofore finally made public, must be considered along with those of other nations on the Continent in respect to applications for new facilities, it was pointed out last week at the FCC. The signatory nations are the United States, Canada, Mexico, Cuba, Haiti, and the Dominican Republic.

All in St. Johns

All four of the Newfoundland stations are located in its capital city of St. John's but only one of the four, VONF, uses more than 1,000 watts. This station is assigned to 640 kc., clear channel occupied by KFI, Los Angeles, with 12,000 watts. It is given the protection normally applicable to a Class I-B station throughout Newfoundland.

The Newfoundland assignments should be added to those published in the supplement to the March 24, 1941 issue of BROADCASTING, covering all other allocations on the continent. The Newfoundland assignments follow in full text:

VOWR	600 kc. St. Johns	500 W.	III-B
VONF	640 kc. St. Johns	12 kw.	*Note*

It is agreed that the secondary service of VONF will be afforded protection as a Class I-B station throughout Newfoundland in accordance with the engineering standards of the Treaty except the United States reserves the right to the maximum use of the channel for a Class I-A station on the Pacific coast of the United States.

VOAR	950 kc. St. Johns	25 W.	IV
VOGM	1010 kc*St. Johns	100 W.	II

* This assignment is accepted by Canada provided the power is not increased.

Simultaneously, the State Department announced official publication of the bilateral agreement between the United States and Mexico, covering conditions under which assignments will be made on six frequencies under the Havana Treaty, as effected in an exchange of notes signed Aug. 24 and 28, 1940.

While the sense of this agreement had been published previously in BROADCASTING, before the notes actually had been signed, the full text of the agreement, as published by the Department of State in Executive Agreement Series 196, is published herewith for record purposes.

Eduardo Hay, Minister for Foreign Affairs, United Mexican States, Mexico City, on Aug. 24, 1940, addressed this communication to Josephus Daniels, U. S. Ambassador to Mexico:

With reference to the relevant antecedents, I have the honor to communicate to Your Excellency that the Government of Mexico is in accord that when the North American Regional Broadcasting Agreement becomes effective[1] a Gentleman's Agreement shall be put into force relative thereto, the text of which is as follows:

A. The United States agrees to protect the following Mexican Class 1-A stations having frequencies of 730 kc., 800 kc., 900 kc., 1570 kc.

B. On 1220 kc., the United States may assign a station in the Detroit, Mich., area with a directional antenna that will direct the signal to the northward and protect the Mexican station's coverage in the United States as much as possible.

C. On 1050 kc., the United States is permitted to assign a station in the New York, N. Y., area with a directional antenna that will direct the signal toward the northeast and protect the Mexican station's coverage in the United States as much as possible.

D. Mexico has the privilege of changing the location of its Class 1-A stations provided they are not closer to the United States border than specified in the North American Regional Broadcasting Agreement.

E. Reciprocally, Mexico agrees not to assign any stations on the following United States Class 1-A frequencies: 700 kc., 720 kc., 1120 kc., and 1210 kc.

F. Mexico and the United States to permit day-time Class II stations with a power not in excess of 1 kw., on the channels they agree to protect, provided that the signal from these stations shall not exceed 5 microvolts per meter ground wave results at any place on the Mexico-United States border. By day-time stations is meant that no operation is permitted between sunset and sunrise at the location of the transmitter of the Class II stations.

Ambassador Daniels on Aug. 28, 1940, addressed this communication to Minister Eduardo Hay:

EXCELLENCY:

I have the honor to acknowledge the receipt of Your Excellency's courteous note no. 56248 of Aug. 24, 1940 and to communicate herein my Government's understanding of the agreement which was the subject of Your Excellency's note under acknowledgment, touching the questions of mutual interest to our Governments in relation to the North American Regional Broadcasting Agreement (the ratification by the Mexican Government having been deposited with the Cuban Government on March 29, 1940), which is as follows:

A. The United States agrees to protect the following Mexican Class 1-A stations having frequencies of 730 kc., 800 kc., 900 kc., 1570 kc.

B. On 1220 kc., the United States may assign a station in the Detroit, Mich., area with a directional antenna that will direct the signal to the northward and protect the Mexican station's coverage in the United States as much as possible.

C. On 1050 kc., the United States is permitted to assign a station in the New York area with a directional antenna that will direct the signal toward the northeast and protect the Mexican station's coverage in the United States as much as possible.

D. Mexico has the privilege of changing the location of its Class 1-A stations provided they are not closer to the United States border than specified in the North American Regional Broadcasting Agreement.

E. Reciprocally, Mexico agrees not to assign any stations on the following United States Class 1-A frequencies: 700 kc., 720 kc., 1120 kc., and 1210 kc.

F. Mexico and the United States to permit day-time Class II stations with a power not in excess of 1 kw. on the channels they agree to protect, provided that the signal from these stations shall not exceed 5 microvolts per meter ground wave results at any place on the Mexico-United States border. By day-time stations is meant that no operation is permitted between sunset and sunrise at the location of the transmitter of the Class II stations.

It is understood that this agreement shall enter into force when the North American Regional Broadcasting Agreement shall become effective.[1]

[1] The North American Regional Broadcasting Agreement was signed at Habana December 13, 1937. Section 1 of part III and section 1 of part V of the agreement, and paragraph 3 of table VI of appendix I became effective on March 29, 1940. All other provisions of the agreement, and in consequence the agreement as a whole, will become effective on March 29, 1941 (Treaty Series 962).

CANADA STUDYING DOUBLE DAYLIGHT

CONSIDERATION is being given at Ottawa to establishing double daylight saving time for the summer months in Ontario and Quebec districts which have been on daylight saving time since last summer. Last autumn when the change to standard time took place practically all industrial cities in Ontario and Quebec which had been on summer daylight saving were ordered by the federal government to continue on daylight saving to save electricity needed in war industries.

Now with summer daylight saving going into effect in other municipalities throughout Canada, there is the possibility that Ottawa may ask the industrial cities of Ontario and Quebec to follow Great Britain's lead and go on double daylight saving time. The possibility has given the broadcasting industry the jitters as no decision has as yet been made and the stations are busy with the change-over which affects municipalities on standard time all winter.

Doubling of daylight time will throw all timing out, as practically all commercial network programs and national accounts are placed in Toronto and Montreal, which would be affected by a double daylight time ruling.

It is understood the broadcasting industry has suggested that the entire country adopt daylight saving time as a war measure, which would eliminate many headaches for traffic departments.

Tobacco Spots

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., has named J. Carson Brantley Adv. Agency, Salisbury, N. C., to handle its Brown's Mule Chewing Tobacco. Radio will be used exclusively in the South.

Wrigley Time Signals

WM. WRIGLEY Jr. Co., Chicago (Spearmint Gum), on April 20 started a 52-week schedule of weekly time signals, temperature and weather reports on approximately 50 CBS affiliate stations. Agency is Vanderbie & Rubens, Chicago.

Radio Post in Navy Given Frank Mason

NBC Vice-President to Serve On a $1-per-Year Basis

APPOINTMENT of Frank E. Mason, NBC vice-president in charge of information, as civilian director of radio activities of the Navy Department was announced last Wednesday by Secretary of the Navy Frank Knox at his weekly press conference.

Mr. Mason

Secretary Knox indicated Mr. Mason would join the Navy Department about May 1, on leave of absence from NBC, and would immediately start reorganizing the Navy radio division, part of the new public relations bureau headed by Rear Admiral Arthur J. Hepburn.

Explaining that he had asked his "old, old friend" to organize a new radio setup for the Navy Department, Secretary Knox said Mr. Mason would serve as a dollar-a-year civilian advisor and would function as "head man" of the new radio operations. Mr. Mason will be designated special assistant to the Secretary of Navy, it was stated.

Jack Hartley, assistant director of special events with NBC in New York, also will join the Navy radio division, it was announced last Thursday. Mr. Hartley, a lieutenant in the Naval Reserve, is expected to start his new assignment in Washington about May 1.

Remains With NBC

Although Secretary Knox did not explain the extent of the proposed reorganization, it was understood Lieut. Comdr. Norvelle Sharpe would remain the official naval head of the radio branch, with Mr. Mason functioning as civilian advisor, without rank. Mr. Mason indicated that he would not drop his duties with NBC nor move permanently to Washington, although his new assignment would draw his major attention for some time.

Mr. Mason, like Secretary Knox, will join the Navy Department after a distinguished wartime career in the Army. In France with the 9th Infantry during the World War, Mr. Mason held the rank of major and was instructor at the Army Intelligence School. He also was chief censor of Advanced GHQ at Trier, and later was assigned to The Hague and Berlin as assistant military attache. He was mustered out of service in November, 1919. At present he holds no reserve rank in the Army.

As president of International News Service before joining NBC, and earlier as a well-known foreign correspondent, Mr. Mason came to know Secretary Knox when the latter was general manager of the Hearst newspaper enterprises and later as publisher of the *Chicago Daily News*.

"WITH THE COMPLIMENTS OF WHO, MA'AM!"

● No—that headline is misleading. We're *not* giving away dishes, here at WHO. But we *are* building a tremendous goodwill for WHO by helping various community organizations throughout Iowa Plus to get some of the things they want, such as new dishes for the P.T.A., uniforms for the High School Band, Christmas toys for various child-welfare groups, etc., etc., etc.

For instance, we quote from a recent issue of the Spencer, Iowa, *Times:* "The regular meeting of the Jefferson P.T.A. was held Friday afternoon . . . The group had the pleasure of using the new school dishes for the first time, dishes purchased from the funds of the recent WHO Home Talent Show here."

Just a little local news item—but *full* of the stuff that makes loyal and friendly listeners for WHO—*responsive* listeners for WHO advertisers.

Because, you see, before that item could be written, WHO had sent its Community Service director, Arthur MacMurray (formerly professor at Iowa State College), to help the P.T.A. stage a three-performance WHO Home Talent Show. For more than ten days the director held try-outs, helped select a cast of 100 who could mimic the acts of the Iowa Barn Dance Frolic, and directed the sell-out show that produced the profits that bought the dishes!

Similar shows are produced in four different Iowa communities *every week.* This has been going on for several years with the result that literally *hundreds* of communities have had the help of WHO in securing money for some local needs and *tens of thousands* of families have become personal friends of ours.

Is it any wonder that WHO is the favorite station of 55.4% (daytime) of all radio families in Iowa? For the complete, amazing story, ask your agency to ask Free & Peters!

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . . National Representatives

Cities Observing Daylight Saving Time: 1941

DAYLIGHT saving time will be observed this year by many cities, the period generally extending from 2 a.m. April 27 to 2 a.m. Sept. 28. A list of cities observing daylight time during the current summer, as compiled from questionnaires by the Merchants Association of New York, is presented on this page.

NEW YORK

Albany
Amsterdam
Auburn
Batavia
Beacon
Binghamton
Buffalo
Canandaigua
Cohoes
Corning
Cortland
Dunkirk
Elmira
Fulton
Geneva
Glen Cove
Glens Falls
Gloversville
Hornell
Hudson
Ithaca
Jamestown
Johnstown
Kingston
Lackawanna
Little Falls
Lockport
Long Beach
Mechanicville
Middletown
Mount Vernon
Newburgh
New Rochelle
New York
Niagara Falls
North Tonawanda
Norwich
Ogdensburg
Olean
Oneida
Oneonta
Oswego
Peekskill
Plattsburg
Port Jervis
Poughkeepsie
Rensselaer
Rome
Rochester
Salamanca
Saratoga Springs
Schenectady
Sherrill
Syracuse
Tonawanda
Troy
Utica
Watertown
Watervliet
(Apr. 27-Sept. 7)
White Plains
Yonkers

It is impossible to list all of the communities in New York State that will observe Daylight Saving Time.

The following localities reported as observing Daylight Saving Time in response to the Merchants' Association's questionnaire, are listed for guidance of those using The Association's survey of New York State for reference purposes:

*Afton
(June-Sept.)
Albion
Altamont
Arcade (Village)
Attica
*Bainbridge
(June 20-Sept. 1)
Baldwinsville
Ballston Spa
Barker
Bath
Belmont
Bergen
Bolivar
Briarcliff Manor
Brockport
Bronxville
Canajoharie
Canastota
Candor
(May 4-Sept. 28)
Canisteo
Canton
(May 31-Aug. 30)
Carthage
Catskill
Cedarhurst
Chatham
Cherry Creek
Clayton
(June 22-Aug. 31).
Clermont
(May 1-Sept. 30)
Clifton Springs
Clyde
Cobleskill
Cooperstown
Corfu
(April 27-Sept. 7)
Dannemora
Delanson
Delevan
Delmar
Depew
Deposit
(June 1-Aug. 31)
Dobbs Ferry
Dolgeville
Dundee
East Aurora
Ellenville
Elmsford
Fairport
Fonda
Fort Edward
Fort Plain
Frankfort
Franklinville
Friendship
(Dates not decided)
Gallatin
Geneseo
Ghent
Goshen
Gouverneur
(May 5-Sept. 11)
Gowanda
Granville
Greene
Green Island
Greenport
Hamburg
Hamilton
Harmon
Harrison
Hartsdale
Hastings-on-Hudson
Haverstraw
Herkimer
Hillsdale
Hobart
Hoosick Falls
Howes Cave
Hudson Falls
Hyde Park
Ilion
Interlaken
Irondequoit
(Apr. 27-Oct. 4)
* Approximate dates.
Irvington
Johnson City
(May 4-Sept. 28)
Kenmore
Lake George
Lancaster
Larchmont
Lawrence
LeRoy
Liberty
Lindenhurst
Livingston
Livingston Manor
Lowville
Lyons
*Malone
(June 15-Sept. 7)
Mamaroneck
Massena
Mayville
Medina
Monticello
*Mooers
(May 1-Sept. 1)
Mount Kisco
Newark
New York Mills
Norwood
Nyack
Oriskany
Ossining
Otego
(May 18-Sept. 7)
Owego
(May 4-Sept. 28)
Oxford
Painted Post
Palmyra (Village)
Pelham
Pelham Manor
Penn Yan
Perry
Pleasantville
Port Chester
Potsdam
Red Hook
Ripley
Richburg
Roscoe
Rouses Point
Rushville
Rye
Saugerties
Scarsdale
Schenevus
Scio
Scotia
Seneca Falls
Sidney
Silver Creek
Silver Springs
South Dayton
(Apr. 28-Sept. 2)
Spring Valley
Springville
St. Johnsville
Stuyvesant
Suffern
Tarrytown
Ticonderoga
Trumansburg
Tuckahoe
Tupper Lake
Tuxedo
Unadilla
Voorheesville
Walden
Warsaw
Waterford
Waterloo
Wellsville
Westfield
West Lebanon
West Point
Whitesboro
Williamsville
Yorkville
(Oneida County)

* Approximate dates.

CONNECTICUT

Daylight Saving generally observed throughout the State.

DELAWARE

Daylight Saving observed in Wilmington and a number of nearby towns in the northern part of Delaware.

GEORGIA

Entire State of Georgia has been placed on Eastern Standard Time by action of the State Legislature. This has the effect of giving Daylight Saving to a large part of the State which has not had it before.

IDAHO

Cities of Kellogg, Mullan, Wallace and Burke observe Daylight Saving Time throughout the entire year by adhering to Mountain Time.

ILLINOIS

Daylight Saving Time observed in the Chicago Metropolitan Area.

INDIANA

Daylight Saving Time is observed in practically all of the extreme northern counties of Indiana.

Communities in Indiana reported as observing DST include:

Angola
Auburn
Bremen
Crown Point
Culver
East Chicago
Elkhart
Fort Wayne
Garrett
Gary
Goshen
Hammond
Hobart
Kendallville
La Grange
La Porte
Michigan City
Mishawaka
Nappanee
Plymouth
Shipshewana
South Bend
Topeka
(May 3-Aug. 30)
Valparaiso
Wakarusa
Waterloo
Westville
Whiting
Wolcottville

At time of going to press, the City Council of Indianapolis is considering Daylight Saving. If it is voted, it will affect surrounding communities.

MAINE

Daylight Saving Time is observed in all of the larger municipalities and most of the smaller ones.

Among communities observing Daylight Saving Time as reported in response to The Merchants' Association's questionnaire are the following:

Auburn
Augusta
Bangor
Bar Harbor
Bath
(Apr. 20-Sept. 28)
Belfast
Belgrade
Biddeford
Bingham
Boothbay Harbor
Bridgton
Brunswick
Bucksport
Camden
Cape Elizabeth
Cape Porpoise
Caribou
Damariscotta
Deering Junction
Dexter
*Dixfield
(May 31-Oct. 15)
Dover-Foxcroft
Eastport
Ellsworth
Fairfield
Farmington
Fort Fairfield
Freeport
Gardiner
Goose Rocks Beach
Greenville
(Apr. 27-Sept. 8)
Guilford
Hallowell
Harrison
Kennebunkport
Lewiston
Lincoln
Madison
Manchester
Mechanic Falls
Milford
Milo
Monson
Mount Desert
Mount Vernon
Naples
Norridgewock
North Anson
North Berwick
North Jay
Norway
Oakland
Ogunquit
Old Orchard Beach
Old Town
Orono
Pittsfield
Poland
Portland
Rangeley
(May 1-Oct. 1)
Readfield
Rockland
Rumford
Saco
Sanford
Sangerville
Sebec
Skowhegan
Solon
(Apr. 27-Sept. 7)
South Portland
Thomaston
Waldoboro
Waterford
Waterville
Westbrook
Winthrop
Wiscasset
Woolwich
Yarmouth
York Harbor

* Approximate dates.

MASSACHUSETTS

Observance required by State law.

MICHIGAN

Under the terms of the State Law adopted April 23, 1931, Eastern Standard Time is defined as legal time for the entire State of Michigan.

However, by order of the Interstate Commerce Commission, effective Sept. 27, 1936, only the Lower Peninsula is included in the Eastern Standard Time Zone throughout the year.

In the Upper Peninsula, Eastern Standard Time is followed throughout the year in the territories surrounded and east of the following cities and towns:

Calumet
Hancock
Houghton
Manistique
Newberry
St. Ignace
Sault Ste. Marie

The remainder of the Upper Peninsula observes Central Standard Time with the exception that from the last Sunday in April to the last Sunday in September of each year Eastern Standard Time (Daylight Saving Time in that area) is observed in the following communities:

Escanaba
Gladstone
Gwinn
Ishpeming
Marquette
Munising
(May 4-Sept. 28)
Negaunee
Rapid River

MINNESOTA

Unofficial observance of Daylight Saving Time in grain exchange, brokerage houses, and radio stations of Minneapolis.

NEW HAMPSHIRE

Observance required by State law.

NEW JERSEY

Every city, town and village in the State observes Daylight Saving.

OHIO

Entire State in Eastern Standard Time Zone throughout the year by order of Interstate Commerce Commission effective Sept. 27, 1936.

PENNSYLVANIA

Practically all of the communities listed below observe Daylight Saving Time for the period from April 27 to Sept. 28. Variations from these dates were not in all cases determinable up to the date of publication:

Adamstown
Akron
Aliquippa
Allentown
Ambler
Ambridge
Analomink
Annville
Ardmore
Arnold
Atglen
Bangor
Beaver
Beaver Falls
Bethlehem
Bird-in-Hand
Birdsboro
Boothwyn
Boyertown
Brackenridge
Braddock
Bradford
(Apr. 27-Sept. 1)
Bristol
Bryn Mawr
Camp Hill
Carlisle
Carnegie
Catasauqua
Center Bridge
Chester
Clairton
Coatesville
Columbia
Conshohocken
Coraopolis
Corry
Cresco
Danielsville
Dauphin
Delaware Water Gap
Devault
Downington
Doylestown
Dravosburg
Duquesne
East Earl
East Liberty
Easton
East Pittsburgh
East Stroudsburg
Eddystone
Edgeworth
Elizabethtown
Emmaus
Enola
Ephrata
Erie
Evans City
(May 1-Oct.1)
Fleetwood
Ford City
Frankin
Freemansburg
Freeport
Glenoch
Hamburg
Harrisburg
Hatboro
*Hatfield
(Apr. 26-Sept. 9)
Haverford
Haysville
Henryville
Highspire
Homestead Dist.
Honey Brook
Hummelstown
Jenkintown
Kenneth Square
Kittanning
Kutztown
Lancaster
Landisville
Lansdale
Lansdowne
Lebanon
Lemoyne
Leola
Lititz
Manheim
Marcus Hook
Marietta
Mars
Martins Creek
Marysville
Matamoras
McKeesport
Mechanicsburg
Media
Merion (Lower)
Middletown
Midland
Milford
Monaca
Morrisville
Mount Bethel
Mount Joy
Mount Pocono
Munhall
Myerstown
Nazareth
New Brighton
New Holland
New Hope
New Kensington
Newtown
Norristown
Northampton
North Wales
Oaks
Ogden
Oil City
Palmerton
Paoli
Paxtang
Pen Argyl
Penbrook
Pennsburgh
Perkasie
Philadelphia
Phoenixville
Pitcairn
Pittsburgh
Plymouth Meeting
Pocono Manor
Port Allegany
Pottstown
Pottsville
Quarryville
Quakertown
Radnor
Reading
Rochester
Rohrerstown
Royesford
Schuylkill Haven
Schwenksville
Sellersville
Shiremanstown
Skytop
Souderton
South Heights
Spring City
(May 1-Oct. 1)
Springdale
Steelton
Stockertown
Stroudsburg
Swarthmore
Swissvale
Tarentum
Telford
Temple
Thorndale
Tionesta
Topton
Trainer
Union City
Versailles
Warren
Wayne
West Chester
West Fairview
West Reading
West Willow
Whitford
Wilkinsburg
Willow Grove
Wilmerding
Wind Gap
Wormleysburg
York
Zelienople

* Approximate dates.

The Merchants' Association is indebted to the Pennsylvania State Chamber of Commerce for a considerable part of the above list.

RHODE ISLAND

Daylight Saving Time has been adopted by ordinance in all the cities and most of the towns of Rhode Island between 2 a.m. on the last Sunday in April and 2 a.m. on the last Sunday in September (April 27-Sept. 28).

VERMONT

Large sections of the State of Vermont use Daylight Saving.

Places from which observance is reported include:

Albany
Andover
Arlington
Bakersfield
Barre
Barnet
Barton
Bartonsville
Bellows Falls
Bennington
Berlin
Bethel
Bloomfield
Braintree
Brandon
Brattleboro
Brighton
Brookfield
Brookline
Burke
Burlington City
Cabot
(May 20-Sept. 20)
Cambridgeport
Canaan
Castleton
Cavendish
Charlotte
(May 1-Oct. 1)
Chelsea
Chester
Clarendon
Colchester
Concord
Craftsbury
Danby
Danville
Derby
Dorset
(Generally observed)
Dover
Dummerston
Duxbury
Enosburg Falls (Village)
Fairfax
Fair Haven
Fairlee
Gassetts
Gilman
Grafton
Grand Isle
Granville
Greensboro
Groton
Guilford
Halifax
Hancock
Hardwicke
Hartford
Hartland
Hinesburg
(Starting Apr. 20)
Hyde Park
Irasburg
Jamaica
Jay

(*Continued on page 40*)

THE GIRL WITH THE Golden Touch

Nancy Craig, WJZ's "Woman of Tomorrow" conducts the most effective, result-getting cooperative program for women in the New York market

PARTICIPATIONS AVAILABLE FOR THE FIRST TIME IN OVER SIX MONTHS

For more than six months "The Woman of Tomorrow" has been sold out. Now, because of seasonal expirations, there are a limited number of participations open for non-competitive products... foods... cosmetics... household appliances ...drugs... any of the many things women buy for their homes, their families or themselves.

And they *buy* when Nancy Craig tells them. During her 112 weeks on the air she has applied her "golden touch" to a half a hundred products... Her audience has broken all records in responding. Every month more than 46,000 women write in requesting information, mentioning the products she talks about, reporting on buying them.

The full story of "The Woman of Tomorrow" is one of radio's outstanding success stories... a story of sales productiveness, of audience loyalty, a responsiveness that surpasses that of any other woman's program in the market.

Get the story now . . . today. These few participations will be sold on a first-come basis.

"The Woman of Tomorrow" is broadcast over WJZ from 9 to 9:30 A. M., Monday through Friday... the most favorable time to reach and sell the thousands of women in the world's richest market.

WJZ
NEW YORK
50,000 WATTS · 770 KC.

KEY STATION OF THE NBC BLUE NETWORK

Represented Nationally by
National Broadcasting Company
SPOT Sales Offices in
NEW YORK • CHICAGO
SAN FRANCISCO • BOSTON
CLEVELAND • DENVER
HOLLYWOOD • WASHINGTON

No Tax on Stations In Treasury's Plan

Higher Corporate, Commodity Levies Urged by Treasury

ALTHOUGH it became known last week that a franchise tax on radio stations is not included among the tax recommendations of the Treasury Department, the possibility of such a tax remained as the House Ways & Means Committee opened to the public its hearings on the proposal to raise an additional 3½ billion dollars in taxes for 1942.

As public hearings opened last Thursday, neither Secretary of the Treasury Henry Morgenthau nor Assistant Secretary John L. Sullivan mentioned a radio franchise tax as they outlined the Treasury Department's tax proposal.

Connery Interested

However, it was still apparent that pressure is coming both from within and outside Congress for some sort of franchise tax on radio. It has been pointed out in some quarters that since the Federal government necessarily must root out every possible tax source to foot the national defense bill, chances for originating such a tax on the broadcasting industry are enhanced.

Although the support has not broken into the open, it is known that several Congressmen, among them Rep. Connery (D-Mass.), have shown sympathy for such proposals as the 10 to 20% franchise tax, based on broadcast income, advanced by John B. Haggerty, president of the International Allied Printing Trades Assn. [See story on this page].

According to the explanation last Thursday by Secretary Morganthau and Mr. Sullivan, the realigned tax structure would emphasize the ability-to-pay taxes, although increases also would be provided in corporate taxes and certain selected commodity excises. The schedule of proposed increases in excise taxes indicated increase from 5½% to 10% on the manufacturers' tax for radio sets and parts, which would yield an estimated additional tax return of $6,300,000.

Radio Amusement Levy Is Urged by Haggerty

DISOWNING any intention of advocating a tax on advertising, John B. Haggerty, president of the International Allied Printing Trades Assn., last week pursued a new tack in his campaign to secure a Federal tax on broadcast incomes by championing an "amusement tax" for radio.

In a letter last Monday to M. H. White, managing director of the *Winona* (Minn.) *Republican-Herald*, and part-owner of KWNO, declared that such a tax, levied against the "disseminators of sponsored entertainment", would be in line with taxes paid by motion picture theatres and other places of entertainment.

Governor's Praise

FEATURED on 1,500th consecutive broadcast of Frank Nicholson's *Inquiring Mike* on KROY, Sacramento, was the appearance of Gov. Culbert L. Olson by remote control with congratulatory messages for Nicholson and the sponsoring Capitol Chevrolet Co. Program began in regular style with Nicholson handling three or four interviews on the street and then the Governor was switched in from the State Capitol with his message.

Mid-May Deadline Seen In Net Monopoly Report

A NEW deadline of about mid-May is discussed at the FCC for release of that agency's final report on the two-year-old network monopoly inquiry. Ten days ago, the FCC had indicated it wanted the report completed by April 28, after revision by its law department.

Whether it will be accompanied by actual regulations is problematical. Originally that was the plan [BROADCASTING, April 21], but the appointment by President Roosevelt of Mark Ethridge to conduct an all-inclusive survey of radio may cause the FCC to revise procedure, though no instructions to that end have been issued. In some quarters it is thought the FCC would await further instructions from the President before attempting to institute radical reforms in broadcast regulation.

KMBC Seeks 770 kc.

AMENDING its pending application, KMBC, Kansas City, on April 23 filed with the FCC a request for assignment to 770 kc., the clear channel occupied by WJZ, New York, with 50,000 watts, using a directional antenna. Now operating on 980 kc. with 5,000 watts fulltime, the Arthur Church station originally sought assignment to 590 kc. with 50,000 watts, under the North American Regional Broadcasting Agreement. This facility, however, has been assigned to KGGF, Coffeyville, but a hearing is scheduled because of other pending applications.

MINNESOTA CHARGE DISMISSED BY FCC

CHARGING "unwarranted cancellation" of a political talk, several members of the Minnesota Legislature last week joined in a complaint to the FCC against WCCO, CBS outlet in Minneapolis. Despite complaints of Democratic and Farmer-Labor members of the Legislature, it was indicated the FCC considered the matter a question of programming to be settled by the station management.

The charges reportedly arose when WCCO, put on notice by the office of Governor Stassen, of Minnesota, that certain statements in the address were "incorrect and libelous", cancelled a scheduled April 1 broadcast of State Senator George H. Lommen, a Farmer-Laborite.

Last Monday Paul A. Rasmussen, a Minnesota Democratic leader, explained the complainants' case at an informal conference with FCC Commissioner Frederick I. Thompson, indicating that although the FCC was not asked to revoke the WCCO license, the complaint was being made "to make sure that the station will not assume such an arbitrary attitude in the future". Paul A. Porter, CBS Washington counsel, representing WCCO, also presented the station's side of the argument to the FCC legal department.

Burgh to Agency

MILTON BURGH, for four years news editor of NBC, on May 15 will become radio director of the New York office of Tracy-Locke-Dawson. Before joining NBC, Burgh was for two years foreign editor of Transradio Press Service and previously worked on various newspapers. Francis C. McCall of NBC's New York news staff succeeds Burgh as news editor.

'Redbook' Test

McCALL Corp., New York, is testing one-minute announcements on six stations for monthly *Redbook Magazine*. Frequency of spots range from 7 to 26 times over a period of two weeks for each issue. Joseph Katz Co., New York, is agency.

THEY WERE IN THE ARMY THEN

One of a Series

THE RCA-NBC FAMILY adds these to our album of radio's war veterans. See page 39 for identification and summaries of their service records.

Aylesworth Slated For Cultural Post

Would Succeed Francisco in Rockefeller Group Post

M. H. AYLESWORTH, first president of NBC and a pioneer in commercial broadcasting, may be named shortly by President Roosevelt to direct radio activities of the Office of the Coordinator of Commercial & Cultural Relations Between the American Republics, on a $1-a-year basis. He would succeed Don Francisco as head of the radio activities, in the post vacated when Mr. Francisco was made director of the Communications Division, succeeding Dr. James W. Young, who resigned.

Mr. Aylesworth

Mr. Aylesworth, now in private law practice in New York, would be appointed by the President, probably for a 90-day temporary period. It is presumed he would undertake the same sort of job he handled so successfully in setting up network broadcasting in 1926 by seeking to interest capital in support of international commercial broadcasting, with emphasis on Latin America.

Mr. Aylesworth, it is understood, would headquarter in New York, working under Mr. Francisco and Nelson Rockefeller, coordinator of the agency. His position would parallel that of Nelson A. Poynter, editor of the *St. Petersburg Times* and owner of WTSP, who spends about three weeks each month in New York in charge of the press Division, succeeding Dr. James W. Young, who resigned.

Payne Transferred

John H. Payne, chief of the old Electrical Division of the Bureau of Foreign & Domestic Commerce, has been transferred to the Francisco organization in New York in connection with radio activities.

Mr. Payne will continue publishing a weekly digest of shortwave programs similar to that he handled as chief of the Electrical Division. He also is to act as the channel for transmitting data collected by the Francisco organization to embassies and Washington officials. Formerly with Westinghouse E. & M. Co., Mr. Payne was loaned to the Rockefeller Committee and it is understood he may eventually return to the Bureau of Foreign & Domestic Commerce.

The Payne transfer was coincident with a reorganization of the Bureau of Foreign & Domestic Commerce under Dr. Carroll Wilson, who succeeded Dr. Young as director of the Bureau. A new Division of Industrial Economy, which includes the old Electrical Division, has been created, along with four other branches—International Economy, Regional Economy, Research & Statistics, Commercial & Economic Information.

JACKSON PROMOTED BY WESTINGHOUSE

WILLIAM E. JACKSON, for the last four years sales manager of KDKA, Pittsburgh, has been named general sales manager of Westinghouse Radio Stations Inc., with headquarters in Philadelphia, according to Lee B. Wailes, manager of WRS Inc. He succeeds Griffith B. Thompson, who resigned recently and who now is vice-president and general manager of the reorganized and consolidated WBYN, Brooklyn.

Mr. Jackson

Mr. Jackson has been with Westinghouse since 1930, when he became sales promotion manager of the broadcast department of the company. After six months he joined the KDKA sales staff, and four years later became sales manager. He is 36 and a native of Whitaker, Pa. He attended Carnegie Tech, but left college after two years to join the advertising department of the Westinghouse International Co., and from 1926 to 1930 he was advertising manager of the National Electric Products Corp. in Pittsburgh.

While Mr. Jackson was sales manager of KDKA, the station reached the highest peak of prosperity in its history, and in volume of sales ranks among the first six stations in the country, Westinghouse stated.

KGW-KEX Appoint Cox As Assistant Manager

APPOINTMENT of H. Q. Cox, program manager of KGW-KEX, Portland, as assistant manager of the two NBC outlets, was announced last week by Arden X. Pangborn, recently-named general manager. Mr. Pangborn is the former managing editor of the *Oregonian*, with which the stations are affiliated.

Mr. Cox

A former medical student, Mr. Cox joined in 1929 the advertising department of Meier & Frank Co., Portland department store. Three years later he became assistant to the advertising manager. He joined KGW-KEX in 1926 as merchandising, promotion and traffic manager, and then became production head in charge of special events and programming.

American Family Spots

PROCTER & GAMBLE Co., Cincinnati, currently releasing *Painted Dreams* on WGN, Chicago, for American Family soap and flakes, on April 28 added the show in transcribed form on WBBM, same city, for the same products. Agency is H. W. Kastor & Sons, Chicago. Sponsor added *Painted Dreams*, transcribed for Dreft on WLW, Cincinnati, on April 28. Blackett-Sample-Hummert, Chicago, is agency for Dreft. Programs are heard Monday through Friday.

why WCCO gives

TIME

TEMPERATURE

WEATHER

50 times before 9:00 a.m.

A ten-degree change in temperature can be as important to the Northwest farmer as a ten-point shift in a C.A.B. rating can be to you.

So, with a half a million rural homes within the station's primary area, WCCO programming continually stresses its time, temperature, and weather reporting services. Between 6:00 and 9:00 a.m. alone, when the farmer planning and starting his day, WCCO gives the time and temperature *over fifty times.* During that period it also gives the wind velocity twenty times, and *complete Government weather reports, and forecasts for six states over a dozen times.*

Accent on these simple services over a sixteen-year period is one of the reasons why WCCO has and holds the bulk of the Northwest listening audience. It's one of the reasons why this station is preferred by over 70% of early morning Northwest listeners the year around, and why national advertisers have received such excellent results from early morning and all other time on WCCO.

WCCO 50,000 WATTS WHERE IT COUNTS THE MOST

MINNEAPOLIS—ST. PAUL. Owned and operated by the Columbia Broadcasting System. Represented nationally by Radio Sales, with offices in New York Chicago • Detroit • St. Louis • Charlotte • San Francisco • Los Angeles

Kroger List

KROGER GROCERY & BAKING Co., Cincinnati (Tender Ray Beef), on March 31 started a new quarter-hour transcribed daytime show [BROADCASTING, March 31] titled *Hearts in Harmony* on 15 stations. Series is released Monday through Friday. Contracts are for 52 weeks. Stations being used are KARK KDKA KMOX WBNS WGN WIRE WLW WMBD WJR WOWO WSPD WTAM WCHS WDBJ WOOD. Agency is Ralph H. Jones Co., Cincinnati.

Score Chimes

FOR THE ever-impatient baseball fan who wants to know the score as soon as he tunes in his radio, KWK, St. Louis, has the tuneful answer. Every three minutes during description of play, chimes sound automatically, reminding the announcer to work the current score into the running commentary.

School Expands

UTILITY ENGINEERING Institute, Chicago (air conditioning courses), has added seven stations to the list releasing its varying schedule of 5 and 15-minute musical programs. Contracts, placed through First United Broadcasters, Chicago, are for an undetermined time. Stations added during the last few weeks are WHO, Des Moines; WFNC, Fayetteville, N. C.; WIS, Columbia, S. C.; WCSC, Charleston, S. C.; KFRU, Columbia, Mo.; KATE, Albert Lea, Minn.; KXOX, Sweetwater, Tex.

SPENCER SHOE CORPORATION

JOHN J. DALY, Chairman of the Board
FRANK BUTTERWORTH, President
PHILIP MULVIHILL, Treasurer
CHARLES L. DALY, Vice-Pres.

Executive Offices
15 EAST ST., Cor. ATLANTIC AVE.
BOSTON, MASS.

TELEPHONES
LIBERTY 0120 0121 0122

February 27, 1941.

Mr. Frank R. Bowes
Sales Manager
Radio Stations WBZ and WBZA
Hotel Bradford
Boston, Massachusetts

Dear Mr. Bowes:

Enclosed is a signed contract for 52 weeks' sponsorship of the morning newscast on WBZ.

At the same time I'd like to throw a bouquet or two your way. In a recent check of our sales figures against our advertising expenditures, several facts very favorable to WBZ came to light.

We started using WBZ as a basic station for our spot radio campaign in November, largely to test your claims for your new 50,000 watt transmitter. At that time our sales were running even as compared to our 1939 figures for Spencer Shoes and hosiery.

By Christmas we were able to show a gain (over 1939) of 10% in the stores within your coverage area. Last week this figure had arisen to above 40%. The response to our last hosiery sale, to which we devoted our WBZ copy, brought total hosiery sales from a minus figure to a plus figure in the short space of one week (1939-1940 figures).

I can truthfully say that WBZ is doing a grand job for Spencer Shoes and hosiery.

Very truly yours,

SPENCER SHOE CORPORATION
By [signature] President

WBZ
BOSTON
50,000 WATTS
NOW 1030 Kc.

WESTINGHOUSE RADIO STATIONS, Inc.
KDKA KYW WBZ WBZA WOWO WGL WBOS
REPRESENTED NATIONALLY BY NBC SPOT SALES

General Mills Product Will Be Introduced by 'Treasure Island' Serial

GENERAL MILLS, Minneapolis, to introduce a new product, its name as yet unrevealed, on June 2 starts a five-weekly dramatization of Robert Louis Stevenson's classic, *Treasure Island*, in six markets for a 26-week campaign. Shows will be transcribed by the recording department of Blackett-Sample-Hummert, Chicago, agency handling the account, under supervision of Max Wylie, radio director.

Broadcast times will be 5:45-6 p.m. local time. Fritz Blocki, veteran Chicago director, will handle that phase of the production, with the radio adaptation being written by Irving Crump of New York, managing editor of *Boys Life* Magazine. Markets to be used are Peoria, Providence, Harrisburg, Milwaukee, Sacramento, Houston.

The serial will closely follow Stevenson's book with the exception of the introduction of a 13-year-old girl who will be written in as a first cousin to Jim Hawkins, hero of the story. The reason for this addition is to garner a larger audience of girls than the book would ordinarily provide.

It has been stated by the agency that if the initial test proves successful, transcriptions will be dropped and the sponsor will put the serial on a network.

According to current calculations, *Treasure Island* furnishes enough material for a full year's broadcasts. If the serial continues beyond that point another of Steveson's works, "Kidnapped" could be introduced to carry on, or, as an alternative, "Back to Treasure Island", by George Cameron, could be utilized.

New Program for B&W To Start on Red Network

BROWN & WILLIAMSON TOBACCO Corp., Louisville, has chosen *College Humor* as the title for its new weekly NBC-Red feature which starts April 29 on 54 stations, Tuesday, 10:30-11 p.m. (EDST) [BROADCASTING, April 14]. It replaces *Uncle Walter's Dog House*.

Three novelties will be introduced as features of the new program. The first will be dramatized "Campus Experiences", gleaned from ideas mailed in by listeners for which a weekly $50 cash prize will be paid. The second is to be a "Musical Bow" to students of the university or college sending in the greatest volume of votes for the week's most popular campus tune. The third, in the final five minutes of the half-hour, will star Linn Borden, dead-pan comic, in his new monologue act, "Private Linn Borden Reports", based on experiences of a rookie in an Army training camp.

The program is on behalf of Raleigh Cigarettes and Sir Walter Raleigh Smoking Tobacco. Tom Wallace, radio director of Russell M. Seeds Co., Chicago, the agency handling the account, will act as m.c., with Virginia Verrill, Bob Strong's orchestra, Linn Borden and Marlin Hurt being featured.

KTBC, Austin, Tex., has named Ferguson & Walker as national representatives.

Merchandising & Promotion

Boom for the Fun Barrel—Award to Edward—Honor For CBS—Louisville Baseball Book

SPRING OFFENSIVE in an "all-out" merchandising campaign was launched by Rubsam & Hormann Brewing Co., New York, on behalf of its weekly half-hour transcribed program, *Barrel of Fun*, on WOR, New York. Schedule of promotion, planned by Edward H. Acree, the brewery's advertising manager, includes newspaper ads on radio pages of New York dailies, giant telegrams to dealers, window displays, blowup pictures of the stars of the program for stores and taverns, telegrams sent on opening day of program to consumers whose names were supplied by grocers followed up by postcards, cards announcing the program in trains and buses, free offer of a hostess set of coasters and a bottle opener to all listeners writing in during the first four weeks, program promotion on company's letterhead and postage meter stamp, letters to new dealers describing the program. The program, *Barrel of Fun*, is a transcribed feature for brewery sponsorship produced by Brisacher, Davis & Staff, San Francisco [BROADCASTING, April 14].

IN RECOGNITION of "outstanding contribution to the cause of safe driving", Edward G. Robinson, star of the weekly CBS *Big Town* program, following his April 16 broadcast, was presented with the National Safety Council annual special award plaque. Pictured at the ceremony are (l to r), Donald W. Thornburgh, CBS Pacific Coast vice-president; Edward G. Robinson; Fox Case, the network's West Coast public relations director, and Arthur Young, a director and past president of NSC who made the presentation. Lever Bros. Co. (Rinso) sponsors the program.

* * *

CBS' Honors

CBS has issued to its advertisers a large brochure telling how proud it is to be "the first network to be honored by the U of Georgia with the George Foster Peabody Award". First page of the brochure, set off by the two faces of the Peabody medal, quotes the Committee's full citation, while on further pages CBS pays tribute to its three affiliates whose public service programs were cited and to Elmer Davis, honored for his CBS analysis of news.

Sprung on Amarillo

TO MAKE both merchants and shoppers of Amarillo "spring conscious", KGNC distributed all sorts of advance teasers depicting anomolous situations which could be excused only because spring was in the air. The excuse was, "It's Spring — You're Sprung". Many aphorisms carrying this theme were transcribed and produced by the station's production department, later auditioned in the offices of Amarillo businessmen. Every merchant participating displayed a card in his windows carrying out the theme "It's Spring—You're Sprung".

* * *

From 41 Dealers

SHOWROOMS of the 41 Studebaker auto dealers in the Philadelphia area have been improvised as broadcasting studios of WFIL, Philadelphia. Lines have been drawn to all the showrooms, and once a week, Michael Blair conducts his nightly *Tomorrow's Headlines* news show, sponsored by Studebaker, from the store of a different dealer. Designed to create showroom traffic for each dealer in the area, the station has arranged for a police motor escort to bring Blair to each showroom in time for the broadcast, at the same time providing a dramatic entrance.

* * *

Bank's Baseball Book

FOR members of its baseball listening audience, First National Bank, Louisville, has issued the second annual Grandstand Managers Baseball Book, a 42-page illustrated collection of dope about the Louisville Colonels. Series is sponsored on WAVE, with Don Hill as announcer.

BROCHURES

NBC-Blue—To announce the results of a recent C. E. Hooper survey of the *True or False* program, sponsored by J. B. Williams Co., Glastonbury, Conn., "A quiz on a quiz on a quiz program", blue—white booklet, illustrated with O. Soglow drawings.

NBC Pacific Coast Red—Red-and-white brochure, reproducing letter signed by Sidney Dixon, NBC sales manager of the western division, offering best available buys on that network and other data.

WCCO, Minneapolis—Book containing 24 charts and six tables on morning and evening listening habits, WCCO listening habits and figures on respondents to WCCO programs.

WGY, Schenectady—Brown-and-white mailing folder promoting the *Your Neighbour* program, featuring Annette McCullough.

TEXAS STATE NETWORK—File folder giving complete market data of the network's coverage.

HOOPER-HOLMES BUREAU Inc. —An 85-page reference booklet listing all places in U. S. and Canada where the Bureau is equipped to give service.

KNX, Los Angeles—Booklet showing that the station has announced its call letters and frequency over 47 million times through various media.

When you see this . . .

ONLY THEN YOU'LL SEE A LOWER COST THAN WTAM'S .000073 CENTS *per* FAMILY

And that's not only the lowest cost per listener but also the greatest value for your advertising dollar. WTAM not only can reach over a million and a quarter families in its Primary Area but actually does reach more homes than any other Cleveland Station. Check the surveys on this point. WTAM leads, all day, all night, all week. That's why smart buyers of local, spot and Red Network advertising make WTAM their first choice.

WTAM
CLEVELAND-OHIO

50,000 WATTS
NBC RED NETWORK
OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

Food Sales in Asheville amount to 266% of the average for prosperous North Carolina's 29 leading cities! You'll sell MORE here . . .

WWNC
570 Kc. CBS Affiliate
ASHEVILLE, N.C.

Lever Promotes Letter-Writing Contest Among Dealers for Promotion of Spry

LETTER-WRITING contest, not for listeners but for dealers, has been launched by Lever Bros. Co., Cambridge, to stimulate sales of Spry, the company's vegetable shortening, by getting the retailers to tie in their store displays with the Spry radio program, *Uncle Jim's Question Bee*, on NBC-Blue.

Dealers are asked to write brief, simple letters telling "How I teamed up with Uncle Jim and sold more Spry," with Lever Bros. offering cash prizes totaling $5,000 for the best letters.

Two Types of Prizes

So owners or managers of large and small stores may have equal chances of winning prizes, the company has divided the awards into two identical groups, one for stores displaying six cases or more, the other for stores displaying five cases or less. In each class, first prize is $500, second prize $200, third prize $100, four fourth prizes of $50 each, 50 fifth prizes of $10 each and 200 sixth prizes of $5 each. In addition, first prize winners and their wives will be given three-day visits to New York, during which they will appear on a *Question Bee* broadcast.

To aid dealers in preparing displays, Lever Bros. has sent out display kits containing price posters, window streamers and other material, each piece featuring the program as well as the product. Kit also contains smaller blue-and-white posters urging readers to "Tune in *Uncle Jim's Question Bee* every Tuesday night" and prominently showing the call letters of the local station carrying the program. Dealers also received a special newspaper, *Question Bee*, giving full details of the contest and helpful suggestions.

This Spry contest is giving many Blue station managers their first chance to use the cameras recently sent them from Blue Network headquarters to record pictorially radio-inspired displays in their territories. Complete with indoor flash equipment, these cameras permit the photographing of window, floor and counter displays or other promotion tied in with local or national broadcasts.

Cooperating with their local grocers, Blue stations have informed them that when their displays are completed all they have to do is to phone the station and someone will come over and photograph the display, the picture being sent to Lever Bros. to supplement the dealer's letter.

KDTH
Serving the Great Tri-State Area
EIGHTH AVENUE AT BLUFF STREET · DUBUQUE, IOWA

April 28th, 1941.

To Our Many Advertising Friends:

KDTH, The Telegraph Herald radio station of Dubuque, Iowa, proudly announces the opening of its new full-time station, 1,000 watts on 1370 kc. affiliated with the Mutual Broadcasting System on or about May 1st, 1941.

In this market there are 141,239 radio homes within sixty miles of this nationally known industrial and agricultural center. KDTH will serve an audience which has a buying power of $213,111,000.

John E. Pearson, for the last nine years a specialist in mid-western radio market analysis, has been retained to handle national accounts, with headqunrters at 360 North Michigan Avenue, Chicago, Ill. He will have at his disposal the full benefits of one of the most complete merchandising plans of any radio station in the country and his services are on call to you anywhere in the country at any time for sales or merchandising service.

Your mutual cooperation with him will make for better sales, better results in this Tri-State Area.

Sincerely,
Ken Gordon
KEN GORDON

JOHN E. PEARSON
NATIONAL SALES

1370 KILOCYCLES—UNLIMITED TIME—1000 WATTS

Member Mutual Broadcasting System

SPOTLIGHT FEATURE ORGANIZED IN N. Y.

WHO'S WHO on the Air Inc., with offices at 1270 Sixth Ave., New York, has been organized by Fred Barnard, a former advertising director of the *New York American*, to market a plan to list ten programs with one large daily ad on the radio page of various newspapers and paid for by the ten advertisers.

The layout will be 3 columns wide and 32 lines deep under the heading "Who's Who on Air Today". Each of the ten ads will be a separate display, mentioning product, name of show, station, and reproducing stars and product. Products in the same group will be non-competing, Mr. Barnard explained, and newspapers used in the initial campaign will be in 31 cities used by C. E. Hooper Inc., New York, for sponsor identification surveys. If the plan improves ratings of the programs advertised in these cities, it will be expanded, it was said.

Lever Brothers Co., Cambridge, has signed to advertise four evening shows under the plan and other national advertisers are considering the idea, Mr. Barnard stated.

Cantor Pact Denied

OFFICIALS at Bristol-Myers Co., New York, denied a story appearing last week in the *New York World-Telegram* stating the company was negotiating a five-year contract with Eddie Cantor. Company at present sponsors the comedian in a half-hour program for Ipana toothpaste and Sal Hepatica on NBC-Red, Wednesdays, 9-9:30 p.m. Show is going off for the summer and the sponsor stated that neither a summer replacement nor next year's plans have been set. Young & Rubicam, New York, is agency.

PHOTOGRAPHED in the Spanish Pyrenees was Helen Hiett, former NBC Madrid and Paris reporter. No longer will she be able to gallivant around her "Bell Tolling" hangouts in the Iberian, for she has been barred from the country and has returned to the U. S. for a lecture tour on her experiences in Europe. On April 28 she starts news commentaries on NBC-Blue.

WHYN Takes the Air Despite Steel Shortage

DELAYS in procurement of steel have delayed construction of the projected South Hadley Falls quarters of the new WHYN, Holyoke, Mass., but the station nevertheless is already on the air in fulltime operation, using 250 watts on 1400 kc. It is RCA-equipped throughout with the exception of Presto turntables and recording apparatus. A Lehigh 179-foot self-supporting tower is surmounted by twin flashing beacons because of the proximity to Westover Field.

Charles N. DeRose, a newspaperman, is general manager and vice-president; Walcott A. Wyllie, program director; Patrick J. Montague, commercial manager; Thomas R. Humphrey, chief engineer; Robert R. Dixon, manager Northampton studio; Lloyd Staples, Gilbert S. Canfield, Edward J. Conture, William J. Lally and G. B. Bartlett, announcers; Joseph Sanford, Waldo Whitman and Edward J. White, operators. The station is owned by the publishers of the *Holyoke Transcript-Telegram*.

a 6-year user...

"Ever since the beginning in 1935...five days weekly ...major portion of our advertising...our successful sales volume, directly attributable to KOA."

KOA DENVER
50,000 WATTS
NBC RED NETWORK
REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

Network Coverage Of NBC Is Shown In New Area Maps

Many Basic Improvements in Audience Survey Claimed

ISSUANCE to advertisers and agencies of the new *NBC Effective Coverage Area Maps* of the Red Network [BROADCASTING, Feb. 24], along with "station area" maps showing what part each Red affiliate plays in the network setup, was announced April 21 by Roy C. Witmer, vice-president in charge of sales. With the new maps went an explanatory brochure and a letter from Mr. Witmer describing the process by which the data was obtained.

It was stated at NBC that it is not planned to release the individual station maps. There have been changes in the powers and wavelengths of some of the stations which have materially affected their pattern since the maps were being compiled; these stations will be resurveyed wherever necessary.

Fundamental Changes

"For the last three years," Mr. Witmer said, "NBC has been engaged in developing a better method of measuring and mapping network coverage. The new maps embody many fundamental improvements not found on other maps—improvements which, we believe, make them the most accurate and useful measure of network coverage ever devised. Not only do they tell the advertiser where his program should be listened to but they help him to make a more intelligent estimate of his program audience in every county in the United States.

"They show, county-by-county, where the coverage of the network, as indicated by the listeners, is approximately the same as in the cities where program ratings are made. They recognize the difference in effectiveness of the coverage furnished by individual stations and that furnished by a combination of stations. They show for the first time how the country is served by the network during daylight hours, and how it is served after dark.

"The coverage of the network is determined by means of the NBC-All-County Survey conducted in February, 1940, using mail questionnaires in which 160,000 families told us what stations they listened to, not just occasionally but regularly enough to be included among the three or four best stations on their dial. The response, the largest ever secured in a nation-wide survey of this type, was tabulated county by county, and separately for day and evening, by C. E. Hooper Inc.

"In addition to these effective coverage maps of the complete Red Network, we are prepared to provide custom-built maps showing the specific coverage of individual advertiser's networks."

William S. Hedges, vice-president in charge of the stations department, sent a letter to all Red Network stations, in which he said:

"As you will note on these maps, the Effective Coverage Areas of the NBC-Red Network include only those counties where at least three-quarters as many families, percentage-wise, mention Red Network stations, as mention the stations of the network in the 25 cities where the national advertiser's program ratings are made both by CAB and Hooper. This is to enable the advertiser to arrive at a much more intelligent estimate of his program audience in each county because it shows him where the network has approximately the same effectiveness as in the cities where his program audience is periodically measured.

"To further assist the advertiser in arriving at an intelligent estimate of program opportunities in every county, we have shown the Effective Coverage Areas in two shades of color. The dark red areas are those where individual stations meet the standard, and the lighter colored areas are those where it takes a combination of stations to meet the standard."

Pa. Names Chafey

CLIFFORD M. CHAFEY, president of WRAW-WEEU, Reading, was nominated to continue in office for another year as president of the Pennsylvania Assn. of Broadcasters. Meeting recently in Philadelphia at the Benjamin Franklin Hotel, unopposed nominations also went to Roy Thompson, WFBG, Altoona, vice-president; C. G. Moss, WKBO, Harrisburg, secretary; and George Coleman, WGBI, Scranton, treasurer. For the three seats on the board of directors: Benedict Gimbel Jr., WIP, Philadelphia; George Joy, WRAK, Williamsport; and John Tully, WJAC, Johnstown. Isaac A. Levy, WCAU, Philadelphia, was elected representative to the NAB board of directors, to be seated after the May 12 convention.

Eidmann Gets Control Of WLAK, in Lakeland

BRADLEY R. EIDMANN, program director of WAAF, Chicago, was granted authority by the FCC April 22 to assume control of the Lake Region Broadcasting Co., operator of WLAK, Lakeland, Fla. In relinquishing the 100 shares of $100 par capital stock and assigning a $5,000 mortgage upon the property of WLAK to Eidmann for $10,000 the present owners, J. P. Marchant, D. J. Carey, W. Walter Tison, Melvin Meyer and the Tribune Co., publisher of the *Tampa Tribune*, have stipulated that they will have no stock interest in, security interest against or any part in the management of WLAK.

Designated for hearing the same day was the application of the Lake Region Broadcasting Co., to transfer control to Russell E. Baker but in view of the aforementioned action, it is believed the latter application will be withdrawn.

With WIBW's 500% increase in nighttime power (still on our enviable 580 kc frequency) OUR FAMILY has increased 173.4%* . . . upped by 691,220 radio homes . . . in round numbers, over **two and a half million more listeners.**

** In ½ my area alone.*

Brother, **that's** a market! One that's already bringing an avalanche of response to advertiser's sales messages—backed by such proved producers as WIBW programs, personalities, news and service features. It's an unexploited market that will amply repay your investigation.

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

CONGRATULATIONS BOB HOPE

Radio's New "Star of Stars" and his sponsor The Pepsodent Company

NBC RED NETWORK SWEEPS

THE 1941 MOVIE-RADIO GUIDE STAR OF STARS POLL

Coast to coast by listeners' vote, NBC Red sweeps the Movie-Radio Guide 1941 Star of Stars Poll. More than 50,000 radio listeners cast their votes—ballots were tabulated under the supervision of the American Audience Institute—and here's what they show.

The ballots for radio's "star of stars" placed the crown on the brow of Bob Hope, ace comedian on Pepsodent's Red Network program. And what's more... *seven of the ten* "Best Comedians"... *seven of the ten* "Best Announcers"... *six of the ten* "Best Actors"... *seven of the ten* "Best Masters of Ceremonies" and *eight of the ten* "Best Serial Dramatic Programs" are heard on the RED.

Congratulations to Bob Hope and to all the artists and sponsors whose outstanding showmanship is making NBC Red the nation's first network again in 1941.

National Broadcasting Company • A Radio Corporation of America Service

XUM

Radio Star of Stars

√ Bob Hope
√ Jack Benny
√ Don McNeill
√ Bing Crosby
√ Edgar Bergen
√ Don Ameche

Best Comedian

√ Bob Hope
√ Jack Benny
√ Fibber McGee
√ Edgar Bergen
√ Eddie Cantor
√ Ransom Sherman
√ Frank Morgan
√ Bob Burns

Best Announcer

√ Don Wilson
√√ Milton Cross
√ Ken Carpenter
√ Harlow Wilcox
√√ Durward Kirby
√ Ralph Edwards
√ Ben Grauer

Best Actor

√ Don Ameche
√ Charles Boyer
√ Ezra Stone
√ Michael Raffetto
√ Hugh Studebaker
√ John Barrymore

Best Actress

√ Joan Blaine
√ Betty Winkler

Best Master of Ceremonies

√ Don McNeill
√ Bob Hope
√ Bing Crosby
√ Garry Moore
√ Clifton Fadiman
√ Rudy Vallee
√ Don Ameche
√ Ransom Sherman
√ Milton Cross
√ Don Wilson

Best Male Singer of Popular Songs

√ Bing Crosby
√ Jack Baker
√ Dennis Day
√ Tony Martin
√ Rudy Vallee
√ Harry Babbitt
√ Frank Munn
√ Curley Bradley

Best Woman Singer of Popular Songs

√ Ginny Simms
√ Evelyn Lynne
√ Connie Boswell
√ Nancy Martin
√ Dinah Shore
√ Bonnie Baker

Best Male Soloist of Classical Songs

√ Richard Crooks
√ Donald Dickson
√ James Melton
√ Frank Munn
√ Jack Baker

Best Woman Soloist of Classical Songs

√ Margaret Speaks
√ Jean Dickenson
√ Francia White
√ Lucille Manners

Best News Commentator

√ Lowell Thomas
√ H. V. Kaltenborn
√ Walter Winchell

Best Sports Commentator

√ Bill Stern
√ Fort Pearson
√ Graham McNamee
√ Hal Totten

Best Dramatic Program

√ One Man's Family
√ Aldrich Family
√ Everyman's Theater

Best Musical Program

√ Kay Kyser
√ Voice of Firestone
√ Metropolitan Opera
√ Hour of Charm
√ Pleasure Time
√ American Album of Familiar Music
√ Telephone Hour

Best Variety Program

√ Breakfast Club
√ Kraft Music Hall
√ Chase & Sanborn
√ Bob Hope
√ Fibber McGee
√ Club Matinee
√ Rudy Vallee
√ Maxwell House

Best Dance Orchestra

√ Kay Kyser
√ Horace Heidt
√ Fred Waring
√ Tommy Dorsey
√ Sammy Kaye
√ Abe Lyman

Best Audience Participation

√ Kay Kyser
√ Dr. I. Q.
√ Truth or Consequences
√ Take It or Leave It
√ Breakfast Club
√ Horace Heidt
√ Town Meeting

Best Quiz Program

√ Information, Please
√ Quiz Kids
√ Dr. I. Q.
√ Take It or Leave It
√ Kay Kyser
√ Battle of Sexes
√ Truth or Consequences
√ Uncle Jim's Question Bee

Best Serial Dramatic Program

√ One Man's Family
√ I Love a Mystery
√ Bachelor's Children
√ Vic and Sade
√ Aldrich Family
√ Guiding Light
√ Life Can Be Beautiful
√ Road of Life

Best Educational Program

√ Information, Please
√ University of Chicago Round Table
√ Cavalcade of America
√ Music Appreciation Hour
√ America's Town Meeting
√ Farm and Home Hour
√ Quiz Kids
√ World Is Yours

Best Children's Program

√ Quiz Kids
√ Coast to Coast on a Bus
√ Bud Barton
√ Tom Mix
√ Our Barn
√ Jack Armstrong

My Favorite Program

√ Breakfast Club
√ One Man's Family
√ Kraft Music Hall
√ Jack Benny
√ Metropolitan Opera
√ Fibber McGee and Molly
√ Bob Hope

Congratulations also to NBC BLUE for its excellent showing . . . (The BLUE tied for second place with six "first awards")

(RED CHECK) Indicates Red Network program or personality.
(BLACK CHECK) Indicates Blue Network program or personality.
(RED & BLACK CHECK) Indicates program or personality appearing on both Red and Blue.

NBC Red NETWORK

THE NETWORK MOST PEOPLE LISTEN TO MOST

WRVA
50,000 WATTS
serving Richmond and Norfolk
CBS
Covers Virginia's two best markets at the least cost

Purely PROGRAMS

THOSE who have seen what is happening in Britain and who have experienced the hardships of existence in countries under Nazi domination will provide graphic word pictures for Canadians. The Canadian Broadcasting Corp. will feature them on a new Sunday evening half-hour program *We Have Been There* on the CBC national network starting April 27. Those to be heard on the series will include Wendell Willkie, Leland Stowe, Ralph Ingersoll, Col. William Donovan, William Shirer and Fred Bate. Malcolm MacDonald, recently arrived new British High Commissioner to Canada, leads off the series.

* * *

Induction Interview

INTERVIEWS with draftees from Syracuse and Central New York as they pass through the induction center, is the theme of *We're in the Army Now*, a 15-minute transcribed series, sponsored by Merchants Bank & Trust Co., on WSYR. The program is transcribed at Fort Niagara by two of the station's announcers equipped with a portable transcription machine, who have been assigned to the Quartermaster Corps there by the Army. Newspaper ads inform WSYR listeners of the names of those to appear on the show that night.

* * *

Quiz of News

GOLDEN GLOW BREWING Co., San Francisco, on May 2 will start sponsorship of *News Quiz*, a weekly half-hour program with Clif Howell as m.c., on KSFO, San Francisco. Program will be an audience participating show, with contestants asked questions regarding names, places and facts prominent in the news during the preceding week. Prizes will be awarded. Contract is for 26 weeks. Agency is Erwin, Wasey & Co., San Francisco.

* * *

International Quiz

A NEW PROGRAM on CKLW, Windsor, Ont., *International Quiz*, presents high school students of Canada and the United States in competition. The program is sponsored by the Canadian Legion and the American Legion to foster international goodwill.

Exclusive Affiliate in St. Louis
MUTUAL BROADCASTING SYSTEM

For Defense

IN COOPERATION with the Hollywood Junior Chamber of Commerce, a new series of six broadcasts titled, *That America Might Be Strong*, has been started on KECA, Los Angeles. Aimed to reveal what Southern California is doing for defense, the series will include interviews and informal discussion by Army, Navy and Marine officers, as well as executives of aircraft factories, steel manufacturers and others.

* * *

Food of the Week

WITH THE advent of the Department of Agriculture's surplus food stamp plan in the Chicago area, WCBD, that city, is presenting a weekly five-minute series titled *Food of the Week*. Talks explaining the uses and nutritional value of the surplus product available that week are given by U. S. government employes. Same program is presented in Polish and Italian on WGES, Chicago.

* * *

Unseen Accompaniment

USING the "Add-A-Part" series of records issued monthly with sheet music by Columbia Records, WNYC, New York's Municipal station, is presenting a weekly program *Let's Play Music Together*. Music that has been recorded with certain instrumental or vocal parts missing is played on the program and listeners can play or sing the missing part in their homes along with the ensemble.

* * *

Sidewalk Snooper

NEW TWIST to the man-on-the-street is *Sidewalk Snooper*, remoted from the front of a local construction company, on WTSP, St. Petersburg, Fla. Interviewee on answering question correctly is permitted to pull a capsule out of a jar from which he can win anything from a theatre ticket to a $100 credit on a new home. The sale of more than 40 houses is directly traceable to the program.

* * *

Child Guidance

CHILD-PARENT problems are aired on *Minor Problems*, new child-guidance round-table discussion on WOWO, Fort Wayne, Ind. Panel consists of a clergyman, a typical mother and a doctor, who discuss problems sent in by listeners. From time to time, special guests connected with your organizations speak.

'Shoot the Works'

HIRSCH CLOTHING Co., Chicago, on April 4 started a weekly half-hour quiz show *Shoot the Works* on WGN, Chicago. The program has studio guests as contestants trying to win cash prizes. The first question they answer correctly pays them $1. Contestants have the choice of keeping the money they have already won or continuing to answer puzzlers, each time the possible prize doubling in amount. *Shoot the Works* replaced the sponsor's former program, *We Predict*. Agency is Schwimmer & Scott, Chicago.

* * *

Insubordination

OPPORTUNITY for buck privates to tell commissioned officers where to get off will be provided by WCAU, Philadelphia, which starts May 3 a weekly quiz, *The Old Army Game*. The broadcast will be handled direct from the National Guard encampment at Indiantown Gap, Pa. Patterned after the "truth and consequences" game, each broadcast will pit a team of four buck privates against officers.

* * *

The Good Old Days

HARKING BACK to the devil-may-care days of San Francisco's "gay nineties" is the new drama series on KYA, San Francisco. Entitled, *Gold Coast Theatre*, the broadcasts present adapted versions of plays that were hits in the Golden Gate City from 1850 to 1906. They are played straight in the manner of the period in which they were first performed.

* * *

Flying With the Navy

LISTENERS can learn how it feels to learn to fly with the Navy during the series of special broadcasts on MBS presented from the U. S. Naval Reserve Base at Floyd Bennett Field, Brooklyn. The programs take listeners through the various stages of training received by a cadet until his "graduation" and eventual transfer to the Fleet Air Arm.

* * *

Know the Law

AN ORIGINAL dramatic script which presents the hazards the average person might unknowingly come in contact with every day because of ignorance of New York State penal code, is one of the sections of *Timely Topics*, on WTRY, Troy.

5000 WATTS DIRECTIONAL
WBNX
NEW YORK
TAKE ADVANTAGE OF THIS DIRECT APPROACH TO THE WORLD'S LARGEST MARKET—
Metropolitan New York

SKI-SHOD for the occasion, this quartet from KVI, Tacoma, went up Mt. Ranier's slopes with their equipment to supply an on-the-spot description of the open slalom race in the sixth annual *Seattle Post-Intelligencer* Silver Skis Tournament early in April. Paused at one of the stations along the difficult slalom course are (l to r) Larry Husby, announcer; Bill Haase, chief engineer; Wes Mieras, announcer; Ernie Estes, engineer.

* * *

Service of All Sorts

SERVICE PROGRAM sponsored by the Industrial Federal Savings & Loan Co., Denver, on KLZ, features music, announcements of local club meetings, civic affairs of importance, weather and road reports and temperature readings. Known as the *Friendly Service Bureau*, the program is a weekday feature.

* * *

Tips for Readers

LOCAL LIBRARIANS in the Salt Lake City Free Public Libraries are given a chance twice a week to tell KDYL listeners what they might find in way of new reading material. Short book reviews of the libraries' latest books are given together with suggested reading for children and grownups.

* * *

Army Swing

REGIMENTAL swing bands of the 27th Division now stationed at Fort McClellan vie for "best-swing-band-of-the-Division" honors, on WHMA, Anniston, Ala. Ten bands compete, each playing one tune and the finalists are left to battle it out. Competition is keen because many of the soldiers come from the top-ranking orchestras.

* * *

Hits or Flops

DEPENDING entirely on his ear and background for judgment, a Tin Pan Alley music expert judges new songs sent in to him on *Hits of Tomorrow*, weekly feature on WBAB, Atlantic City. Tunes are adjudged according to his own rating system as either possible "hits" or "flops".

* * *

School Bands

OUTSTANDING preparatory and military school bands in its radius, will be aired weekly on WRVA, Richmond. When necessary some concerts will be remoted from the school campuses.

* * *

Bowling Quiz

BOWLING QUIZ direct from one of the local alleys is conducted weekly on WTMV, E. St. Louis, Ill. It is titled *Spare Time*.

SESSION TO STUDY RELIGION ON RADIO

ADVISABILITY of a national code for religious radio broadcasting will be discussed at the 12th Institute for Education by Radio, sponsored by Ohio State U at Columbus, O., May 4-7.

Numerous important current problems in religious radio will occupy two workshop meetings May 5 and 6, devoted to the theme, "Broadcasts in Religious Education", it was announced by James H. Scull, in charge of radio for the National Conference of Christians & Jews and chairman of the sessions.

Reports on religious programs will be presented by Frank Goodman, department of radio, Federal Council of the Churches of Christ in America; Edward J. Heffron, executive secretary of the National Council of Catholic Men; and Dr. Jonah Wise, of the *Message of Israel* program.

Scheduled speakers at the conference are Gilbert Harrison, director of radio, University Religious Conference, Los Angeles; Rabbi Barnet R. Brickner, Cleveland; Edward J. Heffron; H. B. Summers, director of public service programs, NBC eastern division; Sterling Fisher, director of radio talks and education, CBS; Frank Nelson, Bureau of Institutional Broadcasting, Lakewood, O.; Rev. Roy Burkhart, Columbus.

WLW's Farm Service Expanded for Summer

MOST EXTENSIVE summer activity ever scheduled on an agricultural broadcast series on WLW, Cincinnati, will take place this year over a five-month period. The new schedule was to take effect April 28, day after radio time change. Its highlights include news and on-the-spot coverage of the AAA, Future Farmers of America, Farm Credit Administration, county fairs, the annual Vegetable Growers Show at Columbus, 4-H Club, farm bureau field days, major regional grange meetings, extension services, and highlights of state fairs. All will be heard on *Everybody's Farm Hour*, Mondays thru Fridays at 12:20 and Saturdays at 1.

Throughout the summer, extension service workers from the four immediate States in WLW's listener territory will appear on the program to present timely farming information. How the scientific approach to farming works out will be reported weekly from the station's experimental farm adjoining its transmitter at Mason, O., 20 miles north of Cincinnati.

Bakery Campaigns

W. E. LONG Co., Chicago agency, has sold its *W. E. Long Transcribed Featurettes* to three bakeries, all of whom are featuring them in spot campaigns which started the week of April 14. All bakeries sell Holsum bread. Holsum Baking Co., Fort Wayne, Ind., is using 24 weekly for 26 weeks on WOWO; Carpenter Baking Co., Milwaukee, Wis., is using 24 weekly for 26 weeks on WISN; Grocer's Baking Co., Gastonia, N. C., is using WGNC for 52 weeks with number of announcements undetermined.

WPEN always has been a hit with sponsors who want to cover the greater Philadelphia market—an area enriched with more than three billion dollars worth of defense contracts.

Cover the nation's defense centre—use Philadelphia's most powerful independent station.

Presto Offers a New 50 Watt Recording Amplifier . . .

. . . and the first *accurately calibrated* recording channel for making direct playback transcriptions. The new Presto 88-A amplifier, combined with the Presto 1-C cutting head, makes recordings identical in response to the finest commercial pressings. These recordings give you full range reproduction when played back on the N. B. C. Orthacoustic or standard lateral settings of your reproducing equipment. A switch on the amplifier selects either of the two recording characteristics.

You'll hear a new quality in your recordings when you use this Presto equipment . . . a fuller, more natural bass . . . crisper, cleaner highs. Pre-emphasized high frequency response reduces surface noise well below audibility. Output of the 88-A is 50 watts with 1½% distortion. Gain is 85 db. Noise level is 45 db below zero (.006 W). Use the 88-A in place of your present amplifier. You'll notice a tremendous improvement in your recordings. Your present Presto 1-B or 1-C cutter can be calibrated with an 88-A amplifier at a nominal charge. Catalog sheet on request.

Canadian Distributor: Walter P. Downs, 2313 St. Catherine St. W., Montreal, P. Q.

Chicago Rep. L. W. Beier — Sound Sales Corp.
600 S. Michigan Ave. Phone Harrison 4240

PRESTO RECORDING CORPORATION
242 West 55th Street, New York, N. Y.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

BROADCASTING
and
Broadcast Advertising

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SOL TAISHOFF, Editor

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CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● EDWARD CODEL

HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN

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Ethridge, Surveyor

THE HARRIED broadcasting industry would make a serious mistake if it regarded the latest developments in the radio regulatory picture as a cure-all. But the President did much to reassure the industry against arbitrary or hasty action when he drafted Mark Ethridge to undertake a survey destined to result in a new "national policy" for broadcasting.

Aside from the selection of Mr. Ethridge, however, there is little solace in the President's latest expression on radio, embraced in the letter which Mr. Ethridge read to the publisher-broadcaster meeting in New York. The industry has unbounded confidence in the Louisville executive, who twice before has rallied dissident groups in broadcasting and effected a united front. That the President likewise has an abiding faith in Mr. Ethridge's judgment and ability is reflected in his letter naming him his personal advisor on radio.

The effect of the Chief Executive's latest action will be to forestall any sudden move that might disrupt an essential medium in time of national-stress. It may hold up projected rules to alter network-affiliate relations or otherwise change fundamentals in broadcasting until the President has opportunity to appraise Mr. Ethridge's conclusions and recommendations. It seems to us that it should stay the hand of the FCC until there is a further expression from the President, though the newspaper-ownership inquiry can go forward concurrently.

There is temporary consolation, perhaps, in the President's observation that "no action is contemplated that would affect any present ownership", so far as the newspaper issue is concerned. But it should not be overlooked that the present law specifies all applications for license renewals of existing stations must be considered on the same footing with new applications.

Thus if there eventuates a ban against granting of broadcast facilities to newspapers not now in radio, the same standard would have to be applied on renewal applications. And there is serious question whether a law could be enacted, freezing newspaper ownership to those already in that could stand the Constitutional test.

Mark Ethridge, clear-eyed and level headed, has done another outstanding job for radio it its latest dilemma. His spadework in probing motives and impressing upon newspaper-radio owners the importance of the inquiry is more than praiseworthy. He will be missed on Chairman Harold Hough's Steering Committee, but he undertakes a larger task for the public and for radio.

In meeting the immediate newspaper-ownership issue, publisher-broadcasters have created with essential speed an organization under the Ethridge-Hough leadership. A distinguished and forceful attorney has been selected in former Judge Thomas D. Thacher. A competent staff will be assembled. The issue presents a challenge not merely in law but in statesmanship. The newspaper fight must be won if Radio by the American Plan is to be preserved.

We wish we could be as sure as others, in view of the past record of the FCC, that this will be solely a fact-finding inquiry free of "pyrotechnics and oratory and smearing". But the assurances from the President and from Chairman Fly, at this time, must be accepted at their face value—that nothing precipitate will be done and that no action is contemplated that will affect present ownership.

It will be a pity, however, if in the meantime, improvement of existing plants and the development of FM and other services, no matter by whom, should be stymied by banning the flow of capital into radio from willing and qualified sources.

Fortunately for both the newspaper and radio industries, the approach to the hearings is being made calmly and objectively, though not without trepidation. It is fortunate, too, that the Ethridge report to the President, which he will make as a personal venture, will probably weigh as much in the final determinations as the FCC inquiry itself.

Despite the many imponderables in the picture, the opportunity exists for the writing of a Magna Carta for American Radio. We think it can and will be done under the guiding hand of Mark Ethridge.

The Buyer's Slant

SOME WEEKS ago we shot a little merchandising arrow into the air [BROADCASTING, Feb. 17].

And it hit the jack-pot.

Ever since we have received "Old Subscriber" epistles pro and con, hot and cold. It added up to a good healthy controversy. Now it's due for a going-over when sales managers meet at the NAB convention in St. Louis May 12-15.

To set the stage for the controversy, we cajoled Clair Heyer, Radio Director of Armour & Co., into writing his views on the merchandising needs of the advertiser. Having formerly been national sales manager of WHBF, Rock Island, and having staged the Armour Treet-Mink Coast campaign last fall, he knows the problem from both sides.

His powerful piece, published in this issue, cracks between the eyes BROADCASTING'S editorial stand. It is an exhaustive demonstration of radio merchandising—a young primer, replete with guideposts and gives every salesman in radio plenty to conjure with in evolving future campaigns.

Mr. Heyer's epic, amply illustrated, might on the surface refute our claim that merchandising is a "Frankenstein's monster" when it is given away.

Sure, we agree that the advertiser needs merchandising cooperation from the station!

But we insist there should be a floor and a ceiling, perhaps elastic, on such service. It goes back to simple arithmetic. When you have an established rate, and you subtract so many digits for something other than the time you sell, you're really rebating.

Let's talk it out in St. Louis!

The RADIO BOOK SHELF

Fundamental principles of advertising are outlined and explained in the new and revised fourth edition of *Introduction to Advertising* [McGraw-Hill Book Co., New York, $2.50], by Arthur Judson Brewster and Herbert Hall Palmer, respectively head of the department of advertising and selling and associate professor of business English and advertising in the Syracuse U College of Business Administration. Intended for the beginning student, the text features practical explanations and descriptions of how advertising works and why. The new volume also includes a chapter on radio advertising.

USING RADIO as the background for his latest novel, William Heyliger, long a successfull writer of boys' stories, has written a tale of an adolescent boy of 18 whose life ambition was to make good on the air. The book, *You're on the Air* [D. Appleton-Century Co., New York, $2], follows the trials of young Joe Carlin from bit player to star to production man, giving a fictional account of what may have been the adventures of any youngster trying to break into radio.

J. WALTER THOMPSON Co. has prepared a sixth edition of its statistical compendium, *Population & Distribution*, based on the 1940 census. It will be published in May by Harper & Bros., New York.

A SYLLABUS, titled *Radio in Education* for both students and instructors in college radio courses, with a bibliography on radio and information on education by radio, has been issued by the Federal Radio Education Committee [Washington, D. C., 50c]

HIGHLIGHTS of NBC's religious broadcasts during the last 15 years, together with testimonial material from both listeners and participants all presented in a historical perspective covering those years, have been published in a booklet titled *The Word of God.*

We Pay Our Respects To —

JAMES CARSON BRANTLEY

IF YOU happen to be in Salisbury, N. C., and meet a tall, thin man, immaculately dressed and with an ultra-dignified bearing and a tiny mustache, you can safely bet it is J. Carson Brantley. For he has no double in Salisbury; or elsewhere. His serious mien and kindly expression will attract you.

And if you still do not know the subject of this sketch, any southern radio station man will promptly tell you that he is the sole owner of the J. Carson Brantley Advertising Agency, big user of spot time.

Carson, as he is generally known in radio, was born in Talbotton, Ga., June 1, 1903. In childhood he moved to Salisbury, where for the most part he has lived ever since. He was educated in Salisbury schools. His business career began as a lad when he sold magazine subscriptions door-to-door. With a native artistic ability, young Brantley put it to work in writing show cards and decorating windows. Before he was 21 he was advertising manager of a Carolina chain of department stores. He was offered a similar post with the Capitol in Fayetteville. Yearning for a business of his own, he formed on March 6, 1928, the J. Carson Brantley Advertising Agency.

In the early 30's, the breaks began coming his way and he listed a few small accounts. Most of these were newspaper advertisers exclusively. But he sensed that his tiny organization might fare better in radio. He could see in this new field untold possibilities for moving merchandise for his clients-to-be. He liked people and to deal with people. He could find no realm where this desire could be better satisfied than in radio. So, to radio he turned his efforts and today more than 70% of his agency's billing is in broadcasting.

Early in 1932 Brantley was appointed to direct the advertising of Stanback Co., makers of Stanback Headache Powders, a Salisbury concern. He turned immediately to radio. His carefully-planned copy clicked from the start and Stanback sales began ascending. From three small Texas stations this account has advanced steadily, currently using approximately 200 stations in all sections of the land. And J. Carson Brantley still is its agency. The acquisition of Stanback can be said to be the turning point in the agency's existence. Many regional and national accounts have been added to the clientele, including Duke Power Co., Owen Drug Co., and a slice of The Chattanooga Medicine Co. The latest addition is Brown's Mule Chewing Tobacco, a product of R. J. Reynolds Tobacco Co. of Winston-Salem. Only radio is being used in the South for this account. This agency's 1940 broadcasts totaled more than 92,000 and 1941 will exceed this.

Never much of a joiner, Brantley is a great family man. In 1925 he married Fallie Shoaf, of Lexington, N. C. They have an 11-year-old daughter, June. He is active in the Salisbury Civitan Club and in Saint John's Lutheran Church, where he has taught a Sunday School class of teen-age boys for 13 years.

He cares little for most sports but is an ardent fisherman. Carson is well-known in Morehead City and other coastal points, to which he makes frequent fishing trips. His other hobby is helping people. That he has been successful in this endeavor is attested by the number of men he has placed in radio.

This man, who at an early age saw possibilities of an advertising agency prospering in a small southern town, is as familiarly known in New York as at a gathering of North Carolina broadcasters. His agency's NBC and CBS billings prove it.

Personal NOTES

ARDEN X. PANGBORN, general manager of KGW-KEX, Portland, Ore., is on an extended business tour of the East. On the first leg he was accompanied by Palmer Hoyt, publisher of the *Oregonian*. Mr. Pangborn left April 11 to be gone about three weeks contacting agencies and accounts in New York and Chicago, and handling other station business in Washington.

ROBERT C. ADAIR, commercial manager of WJOB, Hammond, Ind., reported April 25 to Fort Custer, near Battle Creek, Mich., as a first lieutenant in the Army.

ADE HULT, of the MBS midwestern sales staff, has been placed in charge of all the network's midwestern sales.

WILLIAM CRAWFORD, former copywriter of J. Walter Thompson Co., New York, and contributor to *Collier's* and *The Saturday Evening Post*, has joined the promotion department of WOR, New York.

HENRY SYLVERN, musical director of Allied Radio Associates, New York, and organist for varied orchestras and recording companies, has been appointed musical director of WINS, New York, succeeding Louis Katzman, who resigned April 28 to devote full time to his position of research director of BMI.

HAROLD E. FELLOWS, manager of WEEI, Boston, has been appointed a member of the communications section of the Massachusetts Committee for Public Safety for Civilian Defense formed by Gov. Saltonstall.

STEVE WEBB, formerly account executive of the Coe Adv. Agency, Syracuse, has joined the sales staff of the new WAGE, Syracuse.

CARROLL BAGLEY, formerly assistant to the sales manager of Dufay Color Film Corp., has joined the sales staff of WMCA, New York.

PAUL F. PETER, research director of the NAB, and Mrs. Peter, on April 18 became the parents of a 6 lb. 6 ounce son, Paul Burton, born at Columbia Hospital in Washington.

BENEDICT P. COTTONE, principal attorney of the FCC and Louise Cleverdon, of Oklahoma City, were married April 25 in Bethesda, Md.

WILLIAM M. WILSON, with Wm. G. Rambeau Co., New York, for the last year, has been appointed manager of the station representative's New York office, succeeding Roy Shults, who resigned to join International Radio Sales.

J. T. GELDER, salesman of WJLS, Beckley, W. Va., on April 5 married Elizabeth Stairs of the local C & P Telephone Co.

THOMAS P. LITTLEPAGE Jr., Washington attorney, and Mrs. Littlepage, April 23 became the parents of a son, Thomas P. 3d. He is their second child.

MAURICE MURRAY, of the WHO, Des Moines, sales staff, is to marry Joan Faulkner, of Anita, Ia., May 4.

HENRY P. JOHNSTON, vice-president and manager of WSGN, Birmingham, has been named to the radio committee of the United Service Organizations for National Defense.

GENE GOSCH and Roy L. Moss have been named to the sales staff of WJPF, Herrin, Ill.

IRVING GROSS, regional sales director, Ralph Nimmons, program director, and Teddy DeHay, traffic manager of WFAA-KGKO, Fort Worth, have enlisted in the Texas Defense Guard, a home defense unit.

GEORGE WILSON, head of the Kansas City office of the Howard H. Wilson Co., national representative firm, on April 29 will marry June Burgan of Spokane, Wash.

JACK RADFORD, Toronto, supervisor of station relations of the Canadian Broadcasting Corp., is on an extended trip visiting stations on the West Coast and the Prairie provinces.

FRANK SCHROEDER, salesman of WMBD, Peoria, Ill., has reported to Fort Knox, Ky., as a first lieutenant in the mechanized branch of the Army.

ARMAND GRANT, formerly radio director of a Baltimore department store, has joined the sales staff of WBAL, Baltimore.

WILLIAM GILLIN, formerly with stations in the Pacific Northwest, has joined the sales staff of KJBS, San Francisco.

HAROLD H. MEYER, general manager of KYA, San Francisco, served as radio chairman of "Buy British Week" in the Golden Gate City. He was appointed by Carl Eastman, San Francisco manager of the N. W. Ayer & Son, the general chairman.

RALPH FOSTER, manager of KWTO-KGBX, Springfield, Mo., has entered Springfield Baptist hospital for observation.

WILLIAM J. HALLIGAN, president of Hallicrafters Co., has been appointed to the Chicago Commission on National Defense.

JOHN GILLIS, formerly of the sales promotion department of WLS, Chicago, has joined the sales staff of WOWO-WGL, Fort Wayne, Ind.

CLYDE HUNT, chief engineer of WJSV, Washington, is the father of a baby boy born recently.

Joseph D. R. Freed

JOSEPH DAVID ROTH FREED, 43, president of Freed Radio Corp. and pioneer manufacturer of Freed-Eisemann radio receivers, died April 18 in New York after a brief illness. Born in New York Oct. 18, 1897, he was graduated from the College of the City of New York in 1917. After the World War he joined Wireless Improvement Co. 1921, organizing and heading Freed - Eisemann Radio Corp., which four years later was doing an annual volume of $6,000,000. In 1931 Mr. Freed joined Warner Bros. Pictures as a radio executive in charge of Brunswick Radio Corp. In 1938 he became vice-president and general manager of Muzak Corp. Last year he returned to receiver manufacture as head of Freed Radio Corp., specializing in FM receivers. He was a fellow in the Institute of Radio Engineers and a member of the Radio Club of America. He is survived by his wife, father, a son and four brothers.

J. Tracy Garrett

J. TRACY GARRETT, 60, treasurer and 20% stockholder of the new KBUR, Burlington, Ia., now under construction and scheduled to start broadcasting in June or July, and publisher of the *Hawk-Eye Gazette*, Burlington daily, died April 14 of cerebral hemorrhage. While not in good health recently, Mr. Garrett had not complained of illness on the day of his death. His widow, Kathleen Tibbitts Garrett, and one son, Lieut. George Tracy Garrett of the 136th Medical Regiment, currently stationed at Camp Claiborne, La., survive.

WFBL
SYRACUSE
AVAILABLE!
A SPORTS PROGRAM
with 5-Year Following
With baseball coming up, now's the time to take advantage of this popular sports program broadcast in the early evening, Monday through Saturday. Offers you an established following built up over 5 years of successful advertising. An ideal spot for a sponsor anxious to reach WFBL's active sports audience.
For complete details, write or wire
WFBL
SYRACUSE, N. Y.
or Free & Peters, Inc.
National Representatives

Field o'Sports

(U.P.)
THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE
UNITED PRESS

WISCONSIN RAPIDS
WFHR 1340 Kc. 250 W.
UNITING CENTRAL
WISCONSIN
with Studios at Wisconsin Rapids, Marshfield and Stevens Point
A FRIENDLY STATION
doing great things for dozens of advertisers. Let us show you some success stories.
WFHR GETS RESULTS!
Wm. F. Huffman, Owner
G. T. Frechette, Mgr.

BEHIND the MIKE

LEROY W. MILLER, announcer of KYW, Philadelphia, and Hope Allessandroni, daughter of Judge and Mrs. Eugene V. Allessandroni, of the Philadelphia Court of Quarter Sessions, have announced their engagement.

RUTH LAFFERTY, assistant to Dr. Leon Levy, president of WCAU, Philadelphia, has been named personnel director of the station.

JIM McCANN, formerly of WINS, New York, and Bob Roberts, formerly of WDEL, Wilmington, Del., have joined the announcing staff of WPEN, Philadelphia.

LARRY LANSING, KHJ, Hollywood announcer, has joined KVEC, San Luis Obispo, Cal.

PHILIP MAXWELL, editorial promotion director of the *Chicago Tribune* and m.c. and "principal" on *Citizens of Tomorrow* on WGN, Chicago, will be the commencement speaker May 22 at the Bureau Township High School, Princeton, Ill.

SANDY BAKER, formerly of the announcing staff of WWRL, Woodside, Long Island, has joined WHDL, Olean, N. Y.

PRESCOTT ROBINSON, formerly newscaster of CFCF, Montreal, has succeeded Sid Walton as news announcer of WOR, New York.

WARD LANG, announcer on KTSA, San Antonio, was selected to act as m.c. of the colorful Battle of Flowers Fete, one of the highlights of San Antonio's Fiftieth Fiesta De San Jacinto, which was held the week of April 21.

JACK CONNALLY, an announcer, has been added to the regular staff of WCLO, Janesville, Wis. Paul Ruhle, recently drafted, has returned to WCLO, having been rejected at the induction center.

PHIL BARRY, formerly of WNYC and NBC, New York, and Hal Tunis, from WIBG, Glenside, Pa., have been named to the announcing staff of WFPG, Atlantic City.

ROBERT HARTER, traffic manager of WHO, Des Moines, on April 13 married Mary Donegan, daughter of the U. S. district attorney for Southern Iowa.

GENE PLUMSTEAD, announcer of WSGN, Birmingham, has been inducted into the Army.

BOB DAVIDSON, formerly announcer of WHUB, Cookeville, Tenn., has joined the announcing staff of the new WLAG, LaGrange, Ga.

GEORGE ERWIN, formerly an announcer of KXYZ, Houston, has joined the announcing staff of KFJZ, Texas State Network, Fort Worth.

MERRILL INCH, continuity director of KOH, Reno, recently became the father of his second son, Patrick Joseph.

HAROLD MODLIN, a student in the radio department of Jordan Conservatory, Indianapolis, has joined WLBC, Muncie, Ind., as announcer-writer.

LARRY KRAMP, announcer-writer of WCBS, Springfield, Ill., has been inducted into the Army.

VINCENT ALEXANDER, formerly announcer of WGBI, Scranton, Pa., has joined KGER, Long Beach, Cal.

JOHN TUEMLER, messenger of WCKY, Cincinnati, became the station's first draftee, leaving for camp April 21.

VIRGINIA VERMILLION, formerly of KFH, Wichita, has joined the continuity department of KTUL, Tulsa.

GREGORY ABBOTT, Paramount News announcer for ten years, on April 21 joined WMCA, New York, as a newscaster. He is heard five times weekly under sponsorship of Crawford Clothes, New York. Agency is Al Paul Lefton Co., New York.

PAUL KEEFE, announcer of WCOP, Boston, recently married Connie Bryan of Boston.

STEPHEN McCORMICK, chief announcer of WOL, Washington, volunteered for the Army and was inducted April 23. His successor as head of the announcing staff has not yet been named.

DON WIRTH, formerly announcer of WIBA, Madison, WOMT, Manitowoc, and WHBL, Sheboyan, all in Wisconsin, has joined the announcing staff of WTMJ, Milwaukee.

JAMES LANTZ, formerly of KSAL, Salina, Kan., Jimmy Burke, from WHB, Kansas City, Calvin Frederick, from KICA, Clovis, N. M., and Robert A. Davis, from KCKN, Kansas City, have joined the announcing staff of KVOR, Colorado Springs.

BOB OLSEN, formerly of KGNO, Dodge City, Kan., has joined the announcing staff of KFRO, Longview, Tex.

JACK KNELL of the CBS special events staff has been transferred to the newly-formed CBS Dixie Network as director of news and special events, with headquarters in Charlotte, N. C.

FAIRLIE MYERS, former feature writer of the *Savannah Morning News*, has joined the continuity staff of WMCA, New York. Jack Davis of the WMCA production staff, has been called by the draft for a year's service in the Army.

JOHN RICHMOND, free-lance writer and former editor of *Foto Magazine*, has joined the magazine division of the CBS publicity department.

PHILIP KEITH PALMER, formerly of WMCA, New York, has joined the announcing staff of WQXR, New York, replacing William D. Strauss, who is in the Army at Fort Jackson, S. C.

ROGER SHAW, former foreign news editor of *The Review of Reviews* and *Current History*, has been appointed first regular news analyst of W71NY, FM station owned by WOR, New York. He is heard Tuesdays and Thursdays at 8:15 p.m. and Fridays at 9:15 p.m.

ALICE BRADFORD, formerly budget officer of the NBC press division in New York, has been transferred to the magazine division as assistant to Bill Miller, manager of that department.

RICHARD MORENUS, of the NBC script division, has resigned to take up free-lance script-writing.

HAL KOSUT, formerly an announcer of WAAT, Jersey City, has joined the announcing staff of WWRL, Woodside, N. Y.

OLIN TICE, formerly of WIS and WCOS, Columbia, S. C., and WDNC, Durham, N. C., has poined the announcing staff of WBT, Charlotte.

CARL ERICKSON, formerly of WAOV, Vincennes, Ind., has joined the staff of WOWO-WGL, Fort Wayne, as announcer.

DAN HOSMER, formerly of the production staff of WIS, Chicago, has joined the continuity and production departments of KSO-KRNT, Des Moines, to succeed Marian Schissel who was married April 19 to Herbert Pike.

STANLEY RAYBURN, formerly of the Walter Batchelor theatrical office, New York, has joined Consolidated Radio Productions of America, New York, as general manager.

JAY MILTNER, formerly of NBC in New York, has joined the announcing staff of WTAR, Norfolk, Va.

Meet the LADIES

NORINE LOWE

HERE'S ONE of radio's young ladies who has won her way into the hearts of Western North Carolina's radio families. She's Norine Lowe, the only feminine member of the program staff of WWNC, Asheville. In Asheville for several years she has been prominently identified with Little Theatre movements. In these she has served in all capacities from writing to playing the leading roles. Among her programs on WWNC are *The Woman's World*, *Woman's Matinee* and *Stars of Tomorrow*, the latter program presenting juvenile talent.

EDDY CALLAWAY, program director of KTEM, Temple, Tex., has resigned to enter the Ryan Aeronautical School, Hemet, Cal., preparatory to joining the Army Air Corps.

BILL STEEL, formerly of KBIX, Muskogee, Okla., has replaced Gordon Horner on the announcing staff of KLO, Ogden, Utah.

VOLNEY CUNNINGHAM, head of KFI-KECA, Los Angeles, continuity acceptance department, and Fred Williams, of the city recreational division, were married on April 13 in Las Vegas, Nev.

BILL HAWORTH, KHJ, Los Angeles, announcer, has returned to his duties after an illness of two months.

DONALD H. CLARK, Hollywood writer of the weekly half-hour program *When Presses Roar*, sponsored on KFI by the *Los Angeles Herald-Express*, has joined the shorts department writing staff of Warner Bros. He also continues his radio assignment.

MEL ANGLE, formerly of the old KEHE, Los Angeles, has joined KRKD, that city, as announcer.

DAVE CORSSATO, Charles Cooper, and Ted Lenz recently were added to the announcing staff of KSAN, San Francisco.

CECIL LYNCH, program director of KTRB, Modesto, Cal., on April 1 became the father of a girl.

MAJORIE SPRIGGS, formerly of WBZ, Boston, has joined the Defense Saving Bond radio section in Washington, to handle women's and children's shows.

MARY MARGARET VESEY, secretary to Frank V. Webb, sales manager of WOWO-WGL, Fort Wayne, has joined Free & Peters, station representatives, Chicago.

PHIL ELLIS, staff announcer of WPTF, Raleigh will marry Mary Lou Haywood also a member of the staff, in Trenton, N. C., May 11.

H. G. MALCOURONNE, announcer of WJLS, Beckley, W. Va., has been made program director of WJLS succeeding Kathryn Riddick who resigned to become assistant prgoram director of the WKWK, Wheeling.

PAUL DOUGLAS, sports commentator and announcer on the *Fred Waring* program, sponsored by Liggett & Myers Co., New York, on NBC-Red, on April 28 will conduct a six-weekly sports column, 6:45-7 p.m., on WEAF, New York, and available Red stations.

KEN STOWMAN, publicity director of WCAU, Philadelphia, is teaching a special course in radio at Temple U.

BILL DYER, baseball announcer of WCAU, Philadelphia, shifted to WCBM, Baltimore, to broadcast play-by-play of the Baltimore Orioles, when WCAU abandoned baseball broadcasts.

TED COOKE, production manager of KOIN-KALE, Portland, Ore., is the father of a baby boy born April 17.

WALTER WHITNEY, page of KMOX, St. Louis, has been promoted to staff photographer.

JACK NORWINE, new to radio, has joined the announcing staff of WTMV, E. St. Louis, Ill.

LEE KIRBY, sports announcer of WBT, Charlotte, has been signed to handle baseball broadcasts for Atlantic Refining Co. this season.

Arthur Raymond Hill

ARTHUR RAYMOND HILL, 50, Hollywood radio and film actor, died April 16 from a heart attack. Well-known in the early days of Southern California radio, he had been featured on many programs.

Schmidt Sales Director Of KBIZ, Ottumwa, Ia.

THE NEW KBIZ, Ottumwa, Ia., authorized last fall to Jack D. Falvey, veteran newspaper and radio man, to operate with 250 watts on 1240 kc., went on the air April 15. Additions to the originally announced personnel [BROADCASTING, Jan. 27] included Virgil Schmidt, formerly commercial manager of WGIL, Galesburg, Ill., as head of the KBIZ sales department and Charles Curtis, from KYSM, Mankato, Minn., as program director.

Studios are located in the Anderson Bldg., in downtown Ottumwa. Collins equipment has been installed for speech input and transmitter, with Wincharger radiator. On opening day, KBIZ reports, 15,000 visited the new studio.

WATR Gets Boost

WATR, Waterbury, Conn., April 22 was granted a construction permit by the FCC to increase its power from 250 watts to 1,000 watts on 1320 kc., fulltime, using a directional antenna. It will install new equipment throughout.

WANTED

Experienced radio - time salesman between 22 and 35 years old, for popular 1000 watt regional station, located in a Middle Atlantic State and serving a primary area of 1,700,000 people. Chance for advancement. Replies will be held in strict confidence. Send complete qualifications and photo to Box 327, BROADCASTING.

MIKE-CROWDER is Sally Joe Barhydt, daughter of Frank Barhydt. At age of 7½ months she made her radio debut on KMBC, Kansas City, where pop is director of sales promotion and publicity. And he pulled the trigger for this sterling shot, which ought to win most any photographic exhibit.

DEFENDANTS DENY FIGHT SUIT CLAIMS

MBS, 20th Century Sporting Club and Gillette Safety Razor Corp., in answers filed April 23 in the New York Supreme Court, denied all allegations made by NBC in its action against them [BROADCASTING, April 14]. Answer states that on March 18 Mutual and Gillette signed in good faith contracts with the club giving them exclusive broadcasting rights for all boxing events promoted by Mike Jacobs, president of the club, between June 1, 1941, and May 31, 1942.

Furthermore, answers of all defendants state that NBC's alleged contract with the club was not submitted to or approved by Madison Square Garden, although its lease gives the Garden the right to approve all broadcasts and the Garden did approve the contract with MBS.

Contrary to NBC's complaint, the 20th Century Sporting Club denies that the alleged agreement between the club and NBC was ever made. Mutual and Gillette further stated that "NBC, well knowing that it had no valid or enforceable contract for the boxing bouts to be exhibited in Madison Square Garden or elsewhere from June 1, 1941, to May 31, 1942, and cognizant of Mutual's agreement, attempted to induce and persuade Jacobs to breach this agreement by offering to pay 20th Century a substantial sum for the exclusive broadcasts," according to the MBS release on the answer.

"By reason of the premises, the plaintiff does not come into court with clean hands and is not entitled to any relief in a court of equity," the answer concludes.

TO PROMOTE a better understanding of advertising, the Advertising Federation of America has completed a series of quarter-hour programs titled *Consumers Should Know*, featuring Alfred T. Falk, AFA director of research and education. Interesting facts about advertising, business, competition and living standards are told in the talks, which have been placed on 281 radio stations in all 48 States.

AGENCY *Appointments*

SEYMOUR PRODUCTS Co., Chicago (See-More cleaners, waxes and polishes), to Martin Kriesbern Co., Chicago. May use radio in fall.

RAND McNALLY & Co., Chicago (publishers, printers & map makers), to Needham, Louis & Brorby, Chicago. Radio has been used.

VENUS FOUNDATION GARMENTS Inc., Chicago, to Frankel-Rose Co., same city. Radio plans indefinite at present.

NEW YORK HARDWARE TRADING Co., Los Angeles (fishing equipment), to Schuyler Adv. Syndicate, that city, to handle radio only. Firm is currently sponsoring twice weekly quarter hour fishing information program on KRKD, Los Angeles.

CAXTON HOUSE, New York (publishers), to First United Broadcasters, Chicago. Currently running a test campaign of spot announcements in behalf of Dr. Fishbien's book *Home Medical Advisor* on KMA, Shenandoah, Ia. Radio may be used to promote the book *Speedwriting*.

NATIONAL ALUMINATE Corp., Chicago (Naleo window cleaner), to Rogers & Smith, Chicago. Recently completed a spot announcement test in Omaha. No future plans at present.

BARTON CHEMICAL Co., Chicago (Save-A-Day Bleach and Hytox), to Martin A. Pokrass & Co., Chicago. Currently running a six-week test campaign of two-daily spot announcements on WMAN, Mansfield, O.

MICHIGAN HONEY Assn., Detroit (Lane's Michigan Maid, Michigan Queen & Pantry Shop Honey), to Fred M. Randall Co., Detroit. No radio plans at present.

PILOT RADIO Corp., Long Island City, N. Y., to The Grey Adv. Agency, New York. Radio, newspaper and direct mail promotion will be used.

CENTLIVRE BREWING Corp., Fort Wayne, Ind., to Westheimer & Co., St. Louis.

MISSION BOTTLING Co., Buffalo (Mission Orange), to Ellis Adv. Co., Buffalo. Test campaigns in several media are planned.

COMMANDER LARABEE MILLING Co., Minneapolis, to Mason-Webster, Minneapolis for Miss Minneapolis flour; to C. Wendel Muench & Co., Chicago, for Airy Fairy flour.

McNUTT TO SPEAK AT AAAA MEETING

FEDERAL Security Administrator Paul V. McNutt will be among well-known guest speakers at the 24th annual meeting of the American Assn. of Advertising Agencies, to be held May 1-3 at Hot Springs, Va., according to Bruce Barton, BBDO president and chairman of the guest day program committee. Sessions on May 1 are to be open to AAAA members only, with advertiser, media and supplier guests invited to the May 2 and 3 meetings.

Speaking at the annual dinner May 2, Mr. McNutt will talk on "The 35,000,000 Families", covering the effect of social welfare upon public morale, production of consumer goods and marketing problems. Dr. Paul Austin Wolfe, pastor of Brick Presbyterian Church, New York, also will speak at the dinner.

At the morning business session May 2 Arthur Hays Sulzberger, publisher and president of the *New York Times*, is to speak on "A Free Press & Freedom of Advertising". Carl Snyder, formerly of the New York Federal Reserve Bank, also is to speak on "You Can't Buck Economics". Other speakers include Mrs. Harriet R. Howe, of the American Home Economics Assn.; Allen L. Billingsley, president of Fuller & Smith & Ross; Atherton W. Hobler, president of Benton & Bowles.

$20.00 DISCOUNT FOR RESULTS

You can buy a minute spot, evening time—on WMBG—the Red Network Outlet in Richmond for only $15.00. A minute spot—evening time—on Richmond's other leading station costs $35.00. So WMBG not only offers you $20.00 per spot discount, but can also give you definite proof of results.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG NBC Red Outlet, Richmond, Va.

National Representative—John Blair Co.

Ethridge to Make Survey

(*Continued from page 10*)

terest in a station, and certainly if applicants for standard or FM stations, was vitally concerned. This was an old issue now being seriously revived, he said.

Pressure groups, he told the publishers, were disturbed over the effect of newspaper ownership, some asserting that it is possible that newspapers might translate their editorial bias into the content of their radio station programs. They wanted to know, as does the Administration, whether the trend toward increased newspaper holdings in radio might mean "clogging the channels of information and therefore be contrary to the public interest".

"From what I observed," he said, "it will not be easy for you to meet the issue merely by showing that you have abided by the laws of the FCC. You will be asked: Have you denied the use of the air to minority or majority groups opposed to your point of view? Has your editorial attitude been translated into station program content?

"There is an expressed fear in some quarters that since newspapers are crusaders, in some future time they may become part of big movements and may translate their editorial bias politically and in that way become enemies of democracy."

Mr. Ethridge listed as some of the "abuses", actual or potential, which he said would be investigated thoroughly:

1. The degree of local responsibility of stations—whether multiple ownership and combinations of capital might mean some man sitting at a distant desk directing the operations of eight or ten stations.

2. Joint exclusive ownership of newspapers and radio stations in a community—whether, though a creation of the FCC itself, this is not in violation of the anti-trust laws.

3. Joint newspaper-radio rates—whether these violate the Sherman Act. "Here," he said, "my advice is to abolish them where they exist, for the Commission says they do violate the anti-trust laws."

4. Publishers using their own newspapers to exploit their own stations, denying the same opportunity to competitive stations. Here, he said, some publishers will face the charge, with sympathetic ears in Washington, that their newspapers are twice favored, once by their control of newspapers and then by having a publicly granted facility that gives them added competitive advantages. "You owe it to the public," he said, "to carry the programs of your competitors."

The basic problem, he continued, is whether the combination ownership of the two media of expression is detrimental to the public interest.

Commission's Power

In suspending FM newspaper grants, Mr. Ethridge expressed the opinion that the Commission went beyond anything President Roosevelt contemplated, for he had been assured there is no purpose to impair present investments in radio. At the Commission it was pointed out that 27 out of 94 pending applications for FM, being from newspapers, aggravated the problem, and compounded "a bad situation".

He has been told by Mr. Fly and Mr. Mellett that the entire disposition of the Administration is to conduct the hearings "without pyrotechnics, oratory or smearing". The hearings should be "perfectly friendly, and the inquiry will be into facts on which we are not without our resources.

"I think we can prove by factual statement that we have observed the law. In only two cases have charges of political partisanship been made—and neither of the stations involved was a newspaper station."

Mr. Ethridge cautioned against placing too great faith in amendments to the radio law. Neither the Commission nor the Administration, he said, has arrived at a philosophy of what radio in the United States ought to be. "The Commission's wide powers have been widened by the courts. There may possibly be legislative relief for radio as a whole, but not for newspaper-owned radio. And it is idle to assume that any law covering radio can be enacted without Administration approval."

Then Mr. Ethridge read the text of President Roosevelt's letter, and the parenthetical statement therein ("No action is contemplated that would affect any present ownership") evoked considerable questioning from the floor. He could not in fairness expand upon this, he said, and he wound up by asserting:

"The only issue is: Is there any reason a newspaper should not own a radio station? We have no intention of carrying anybody else's load. Network monopoly, multiple ownership, clear channels—these are not our concern except as they involve the radio picture as a whole."

After ratification of the Steering Committee's actions, Mr. Hough announced the appointment of Judge Thacher and Mr. Kaye and laid before the group the Ernst & Ernst assessment proposal. The latter occasioned some discussion and pledge sheets were distributed to the membership, several speaking heartily in favor of the scheme. E. H. Antrim, of the *Chicago Tribune* (WGN), cautioned against too hasty action, pointing out that his station was the only one in the $1,000,000-$2,000,000 category that would pay $10,000 toward the fund under the plan. All of the actions of the Steering Committee, however, were approved, including the assessment plan.

Mr. Hough's closing statement was:

"We newspapers in radio have a wonderful story to tell, and we ought to be glad of the opportunity to tell it. I believe newspapers have done more for broadcasting than broadcasting for newspapers. We have pioneered. We have clean records. There may be a fellow here and there who went out of line, but never maliciously.

"This is a big case, and it must be presented correctly. We are going to be proud of it when we do present it."

Attending Early Session

Most of the members of Mr. Ethridge's committee of 44 [BROADCASTING, April 14] attended the Sunday meeting April 20 at the Waldorf-Astoria, and they elected the steering committee of nine under Chairman Hough. Some proxies were present and in a few cases there were attendees who were not in the original list of 44. Among those present were:

Mark Ethridge, Barry Bingham and John S. Hoagland, *Louisville Courier Journal and Times* (WHAS).
Neville Miller, NAB president.
Cranston Williams, general manager ANPA.
Guy Hamilton, McClatchy Newspapers (KFBK, KMJ, KERN, KWG, KOH).
Truman Green, *Tampa Tribune* (WFLA).
David Smiley, *Tampa Times* (WDAE).
Nelson Poynter, *St. Petersburg Times* (WTSP).
E. M. Antrim, *Chicago Tribune* (WGN).
Charles P. Manship, *Baton Rouge Advocate* and *State Times* (WJNO).
William J. Scripps and C. D. Brewer, *Detroit News* (WWJ).
Gardner Cowles Jr., *Des Moines Register & Tribune* (KSO, KRNT, WMT, WNAX).
Roy Roberts, *Kansas City Star* (WDAF).
George M. Burbach, *St. Louis Post-Dispatch* (KSD).
Elzey Roberts, *St. Louis Star-Times* (KXOK, KFRU).
A. H. Kirchhofer, *Buffalo Evening News* (WBEN, WEBR).
Jack Howard, Scripps-Howard Radio (WNOX, WMC, WMPS, WCPO).
Don Elias, *Asheville Citizen* and *Times* (WWNC).
Norman Black, *Fargo Forum* (WDAY).
Palmer Hoyt and Arden Pangborn, *Portland Oregonian* (KGW, KEX).
Harold Hough, *Fort Worth Star-Telegram* (WBAP, KGKO).
Walter Damm, *Milwaukee Journal* (WTMJ).
Sam Kauffmann, *Washington Star* (WMAL).
Alexander Jones, *Washington Post* (FM applicant).
Dan Mahoney and James M. Cox Jr., Cox Newspapers (*Dayton News*, *Miami News*, *Atlanta Journal*) and radio stations (WHIO, WIOD, WSB).
Tams Bixby, *Muskogee Daily Phoenix and Times-Democrat* (KBIX).
Harry M. Ayers, *Anniston Star* (WHMA).
James Chappell, *Birmingham News* (WSGN).
Wesley Knorpp, *Phoenix Republic and Gazette* (KTAR, KVOA, KYUM).
E. J. Frey, *Waterbury Republican and American* (WBRY).
Gene Howe, *Amarillo Globe* and *News*, *Atchison Globe* and other newspapers (KGNC, KFYO, KRGV, KTSA).
John Ewing, *Shreveport Times* (KWKH, KTBS).
Guy P. Gannett, *Portland Press-Herald* (WGAN).
George F. Booth, *Worcester Telegram and Gazette* (WTAG).
H. Doorley, *Omaha World-Herald* (KOWH).
Charles McCabe, *New York Mirror* (Hearst Radio Inc.).
Gordon Gray, *Winston-Salem Journal* and *Twin City Sentinel* (WSJS).
Hulbert Taft, *Cincinnati Times-Star* (WKRC).
E. K. Gaylord, *Oklahoma City Oklahoman and Times* (WKY, KLZ, KVOR).
Sheldon Sackett, *Marshfield* (Ore.) *Coos Bay Times* (KOOS).
John E. Person, *Williamsport* (Pa.) *Sun* (WRAK).
Tennant Bryan, *Richmond News-Leader* (WRNL).

TRYING TO CONTACT anyone on the rural telephone to feed an on-the-spot description of the Pennsylvania-Central Airliner crash 12 miles from Charleston, to the West Virginia Network are Engineer Munson Robinson (holding mike) and F. J. Beerbower. When its mobile unit was unable to reach the scene, Engineer Robinson tapped the line and tried for a half-hour to rouse farmers on the line. He finally got one sleepy answer and after some hurried explanations a line was cleared for the broadcast.

NO SEASONAL SLUMP
at
WLAW
LAWRENCE, MASS.
5000 watts - 680 k.c.

8 NEW network shows in 3 weeks.

57 National and Regional accounts since December 1, 1940.

Prices vs. Coverage, WLAW is the Biggest Buy in Radio!

THE HEART OF WLAW 5000 WATTS NEW ENGLAND

WLAW
LAWRENCE, MASS.
C.B.S. Affiliate
National Representatives
THE KATZ AGENCY, INC.

IN ROCHESTER IT'S WHEC
BASIC CBS

Newspapers Urged By Cowles to Meet Changes in Times

Cites Radio's Broad Appeal; Criticizes Photo Handling

URGING newspapers to adapt themselves to changing conditions, Gardner Cowles Jr., associate publisher of the *Des Moines Register & Tribune* (KRNT KSO WMT WNAX), cited radio's appeal to the whole family at the Tuesday morning session of the National Newspaper Promotion Assn. held concurrently with the ANPA meeting in New York.

Stating that newspapers must themselves change to gain the attention of readers in a changing world, he continued:

"Perhaps I can make my point better by a reference to radio. I happen to be responsible for the operation of four midwestern radio stations. I have been tremendously impressed by a number of almost unbelievable radio advertising success stories. In studying these successful programs I have been struck by two basic advantages which, at least up to now, radio has enjoyed and publications have lacked.

A Hold on Everyone

"(1) Top radio programs hold the attention of the whole family—not just the women, not just the men, not just the children—but all three groups. This ability of radio to sell he whole family accounts in a large degree, it seems to me, for the outstanding success of radio.

"(2) Radio also has an ability to make a deep emotional impression on its listener audience which no conventionally - edited publication has ever been able to do with cold type.

"I have wondered for a number of years if there is not a new type of newspaper which could be created that would maintain the important and definite visual advantage of the printed word and yet add radio's two most compelling points: this ability to get and hold the attention of the whole family plus the ability to stir that family audience emotionally. I'm rash enough to say that I think picture magazines are being evolved which will do just that. And I think it can be done in the daily newspaper field."

WHDH Rehearing Asked

TO PAVE the way for an ultimate appeal from the FCC move toward the breakdown of clear channels, NBC last Friday filed with the Commission a petition for rehearing of the application of WHDH, Boston, for fulltime on 830 kc., with 5,000 watts, duplicating the clear channel of KOA, Denver. The FCC April 7 granted the WHDH application, and afterward denied a motion for reconsideration. NBC counsel, D. M. Patrick, P. J. Hennessey Jr., A. L. Ashby and Henry Ladner, in the new petition specified a series of 13 alleged errors in the decision, contending the decision was illegal and void and in violation of the due process clause.

WGN, Tribune, Quit Ethridge Group, Questioning Handling of $200,000 Fund

FIRST defection from ranks of the organized newspaper-radio group, preparing for FCC hearings on the ownership of radio stations by newspapers, occurred the day after the April 22 general meeting in the Waldorf-Astoria, New York, when E. N. Antrim, assistant secretary of WGN, owned by the *Chicago Tribune*, tendered his resignation as a member of the Ethridge Committee of 44.

In a letter to Harold Hough, chairman of the Steering Committee of 9, Mr. Antrim, MBS executive secretary and director, said "there is not sufficient assurance that the large fund of $200,000 to be collected from the newspapers will be devoted exclusively to the preparation and presentation of the case on behalf of newspaper ownership of broadcasting stations on the merits of the issues involved."

Unrelated Items

He objected to the "intermingling of these issues with other and unrelated issues and activities in which the newspaper group as such have no interest", referring obviously to the network monopoly situation in which MBS and the other major networks have taken different stands. It was learned that the appointment of Sydney Kaye as associate counsel for the radio publishers aroused objections in some quarters by reason of his law firm's representation of CBS and his own position as general counsel of BMI.

Mr. Hough said he first learned of Mr. Antrim's resignation from a story appearing in the *New York Daily News*, under same ownership as the *Chicago Tribune*, and said he would immediately place it before the Steering Committee. WGN is the only newspaper-owned station in the $1,000,000-$2,000,000 annual volume class, and would be the only one to pay $10,000 toward the fund being raised to prepare and present the case before the FCC.

"If anyone hasn't confidence in this outfit as we have set it up," said Mr. Hough, "It certainly is his privilege not to join up with us. That's my horseback opinion, but it's up to my committee to take any formal action." The Hough committee virtually has superseded the Committee of 44, and its next meeting will be called during the NAB convention in St. Louis, May 12-15.

Staying With BMI

A PUBLISHED report that he was giving up active participation in BMI, in which he is first vice-president and general counsel, was denied April 24 by Sydney Kaye, who has been engaged by the radio publishers' steering committee as associate counsel with Judge Thacher. Mr. Kaye stated: "The major work of organization of BMI has been accomplished, and this, of necessity, reduces the volume of work which I must personally do. I regard BMI as a continued responsibility and I intend to give to BMI all of the time that it needs."

To Hear ASCAP Appeal

U. S. SUPREME COURT has agreed to hear an appeal by ASCAP following the second refusal of the Federal District Court in Tacoma to accept the Society's suit to test the constitutionality of Washington State's anti-ASCAP law. According to Schwartz & Frohlich, ASCAP counsel, this appeal probably will not come up during the current Supreme Court session. However, the Court on April 28 or 29 was to hear similar ASCAP appeals over Nebraska and Florida anti-ASCAP statutes, the decision forming precedent for the Washington case.

MECHANIZED STAND OF AFM ILLEGAL

A BODY-BLOW to the efforts of the American Federation of Musicians and its president, James C. Petrillo, to force use of live musicians in lieu of mechanical music in radio, motion pictures and other entertainment fields, was delivered last Thursday by the Court of Appeals of New York in Albany in a 4-2 opinion denying musicians and stagehands the right to strike on such grounds.

In deciding the injunction suit brought by Opera on Tour Inc. against AFM and the other unions in a case that has been pending since December, the court majority held the sympathetic strike called by the stagehands' union was the result of a conspiracy, was an illegal use of the strike weapon and involved no lawful labor objective. The majority said that for a union to insist that machinery be discarded so manual labor may take its place and secure additional employment would be the same as if labor demanded a printing plant discard type-setting machinery because it would furnish more employment if the setting were done by hand.

The case is important to radio, because of repeated demands, sometimes invoked, by AFM that standby orchestras be employed and that transcriptions be restricted.

ROBERT B. BROWN, assistant vice-president of Bristol-Myers Co., New York, has been appointed by the Assn. of National Advertisers as one of the six members of the governing committee of the Cooperative Analysis of Broadcasting.

On Friday evening, May 2, the entire NBC Blue Network of 23 stations in the nine western states will carry a new 30-minute weekly program, sponsored by Neighbors of Woodcraft. The program will be produced for NBC by KEX.

Although few commercial programs of this scope have come from the Pacific Northwest, network origination is no novelty for the staff of KGW and KEX. No less than 38 network programs have been produced here in recent weeks.

Whether it's a big job or a little job, if you have a broadcasting problem, you can safely entrust it to the staff of KGW and KEX.

KGW ★ KEX

620 KC
5000 WATTS DAYS—1000 WATTS NIGHTS
NBC RED

1190 KC
5000 WATTS CONTINUOUS
NBC BLUE

National Representatives—EDWARD PETRY & CO., Inc.

Operated in the Public Interest by
THE OREGONIAN
The Great Newspaper of the West

WRNL
ALWAYS RINGS THE
BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGY, Schenectady

Walker Remedy Co., Waterloo, Ia. (chick remedies), 4 *ta* weekly, thru Weston-Barnett, Waterloo, Ia.
Lever Bros. Co., Cambridge, Mass. (Silverdust), 5 *sa* weekly, thru BBDO, N. Y.
Wilson & Co., Chicago (Ideal dog food), 3 *sa* weekly, thru U. S. Adv. Co., Chicago.
Richfield Oil Co., New York, *sp* weekly, thru Hixson-O'Donnell, N. Y.
F. Schumacher Co., New York (Waverly fabrics), 3 *sa* weekly, thru Anderson, Davis & Platte, N. Y.
American Chicle Co., Long Island City (Dentyne), 3 *ta* weekly, thru Badger & Browning, N. Y.
Mason Au Magenheimer Confectionery Co., New York (mints), 3 *sa* weekly, thru Applied Merchandising, N. Y.
Nash-Kelvinator Co., Detroit (refrigerators), 4 *ta* weekly, thru Geyer, Cornell & Newell, Detroit.
Good Luck Food Co., Rochester (desserts), *sa* weekly, thru F. A. Hughes & Co., Rochester.
Sweets Co. of America, New York (Tootsie Rolls), 10 *ta*, thru Biow Co., N. Y.
Lehn & Fink Products Co., New York (Hinds), 5 *ta* weekly, thru Wm. Esty & Co., N. Y.
Johnson & Johnson, New Brunswick, N. J. (Tek), 5 *sa* weekly, thru Ferry-Hanly, N. Y.
Breslaw Bros., Schenectady (stores), 6 *ta* weekly, thru Leighton & Nelson, Schenectady.
General Foods Corp., New York (Grape Nuts wheat meal), 5 *sa* weekly, thru Young & Rubicam, N. Y.
Griffin Mfg. Co., Brooklyn (shoe polish), 6 *ta* weekly, thru Bermingham, Castleman & Pierce, N. Y.
Lever Bros. Co., Cambridge (Swan), 15 *sa*, thru Young & Rubicam, N. Y.
P. Lorillard Co., New York (Union Leader tobacco), 6 *sa* weekly, thru Lennen & Mitchell, N. Y.
A. E. Staley Co., Decatur, Ill. (starch), 5 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.
White Labs., Newark (Chooz), 4 *sa* weekly, thru Wm. Esty & Co., N. Y.

WFIL, Philadelphia

Procter & Gamble Co., Cincinnati (Duz), 4 *sa* weekly, thru Compton Adv., N. Y.
Gruen Watch Co., Cincinnati, 20 *sa* weekly, thru McCann-Erickson, N. Y.
Barbasol Co., Indianapolis (shaving cream), 6 *ta* weekly, thru Erwin, Wasey & Co., N. Y.
J. C. Eno Ltd., Bloomfield, N. J. (proprietary), 6 *sa* weekly, thru Atherton & Currier, N. Y.
Chrysler Motors, Detroit (Dodge division), 2 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Canada Dry Ginger Ale Co., New York, 5 *sa* weekly, thru J. M. Mathes Inc., N. Y.
Nash-Kelvinator Corp., Detroit (refrigerators), 4 *sa* weekly, thru Geyer, Cornell, to Newell, N. Y.
Commonwealth of Pennsylvania, Harrisburg (highway safety), 4 *sa* weekly, thru Benjamin Eshleman Co., Philadelphia.

WMAQ, Chicago

Look Inc., New York City (magazine), 2 *sp* weekly, 52 weeks, thru Raymond Spector Co., N. Y.
Longines-Wittnauer Watch Co., New York City, weekly *t*, 10 weeks, thru Arthur Rosenberg Co., N. Y.
Shell Oil Co., New York City, 5 *t* weekly, 24 weeks, thru J. Walter Thompson, N. Y.

WABC, New York

Rival Packing Co., Chicago (dog food), 3 *sp* weekly, thru Charles Silver & Co., Chicago.

WOWO-WGL, Fort Wayne

United Drug Co., Boston (Rexall), 3 *t*, thru Spot Broadcasting, N. Y.
Socony-Vacuum Oil Co. (Mobilgas & Mobiloil), 624 *sp*, thru J. Stirling Getchell Inc., N. Y.
Lever Bros., Cambridge (Swan soap), 570 *ta*, thru Young & Rubicam, N. Y.
Indiana Service Corp. (Water Heater), 6 *ta*, 10 *ta*, direct.
Gaston Canning Co., 26 *sa*, thru Applegate Adv. Co., Muncie, Ind.
Ruud Mfg. Co. (gas water heater), 13 *sp*, thru Marschalk & Pratt, N. Y.
National Schools of Los Angeles, 78 *t*, thru Huber Hoge & Sons, N. Y.
Neverub Furniture Polish, 26 *sa*, thru Stack-Goble Adv. Agency, Chicago.

KJBS, San Francisco

Marvelous Marin Inc., San Rafael, Cal. (county wide chamber of commerce), *ta* series, thru Theodore Segall Adv. Agency, San Francisco.
William H. Wise, New York (books), *ta* series, thru Northwest Radio Adv. Co., Seattle.
Simon & Schuster, New York (books), *sa* series, thru Northwest Radio Adv. Co., Seattle.
Gardner Nursery Co., Osage, Ia. (plants), *t* series, thru Northwest Radio Adv. Co., Seattle.

KFI, Los Angeles

Lehn & Fink Products Corp., New York (Hinds Honey & Almond Cream), 10 *ta* and *sa* weekly, thru William Esty & Co., N. Y.
Par Soap Co., Oakland (Par soap), 3 *t* weekly, thru Tomaschke-Elliott, Oakland.
Talbot Mfg. Co., Los Angeles (insecticide), weekly *sa*, thru J. Russell Miller Co., Los Angeles.
Beech-Nut Packing Co., Canajoharie, N. Y. (Beechies), 6 *sa* weekly, thru Newell-Emmett Co., N. Y.

WNEW, New York

Jacob Ruppert Brewery, Brooklyn (beer), 12 *sa* weekly, 52 weeks, thru Ruthrauff & Ryan, N. Y.
Dill Co., Norristown, Pa. (Espotabs), 5 *sa* weekly, 52 weeks, thru Herbert Slifer Adv., Norristown.
Pepsi-Cola Co., Long Island City, N. Y. (beverage), 30 *sa* weekly, 52 weeks, thru Newell-Emmett Co., N. Y.

KOA, Denver

Mountain States Tel. & Tel. Co., Denver, 3 *sa* weekly, direct.
S. H. Kress & Co., Denver (store), 7 *sa* weekly, direct.
Tivoli Brewing Co., Denver (beer), weekly *t*, thru Lane-Freiberger Agency, Denver.
Weicker Transfer & Storage, Denver (moving and storage), 6 *sa* weekly, thru Robertson Adv. Co., Denver.

WNAC, Boston

Chrysler Corp., Detroit (Plymouth), 2 *sa* weekly, 3 *sp* weekly, thru J. Stirling Getchell Inc., N. Y.
Packard Motor Car Co., Detroit, 14 *ta*, thru Young & Rubicam, N. Y.
United Drug Co., Boston, 3 *t*, thru Street & Finney, N. Y.

KDKA, Pittsburgh

Fort Pitt Brewing Co., Sharpsburg, Pa., 52 *sp*, thru BBDO, Pittsburgh.
DuBois Brewing Co., DuBois, Pa., 6 *sp* weekly, thru Ray Sayre Adv. Agency, Pittsburgh.
General Foods, New York, 5 *t* weekly, thru Benton & Bowles, N. Y.
Procter & Gamble, 5 *t* weekly, thru Pedlar & Ryan, N. Y.
Joseph R. Tetley Co., New York (tea), 2 *t* weekly, thru Maxon Inc., N. Y.
Philadelphia Co., Pittsburgh (utility), weekly *sp*, 2 *sp* weekly, direct.
Kroger Grocer & Baking Co., Cincinnati, 5 *t* weekly, thru Ralph H. Jones Co., Cincinnati.
Procter & Gamble Co., Cincinnati (Oxydol), 5 *t* weekly, thru Blackett-Sample-Hummert, Cincinnati.
Griffin Mfg. Co., Brooklyn (shoe polish), 6 *sp* weekly, thru Bermingham, Castleman & Pierce, N. Y.
Carnation Co., Milwaukee, 2 *t* weekly, thru Erwin, Wasey & Co., N. Y.
Nehi Corp., Columbus, Ga. (Royal Crown Cola), 78 *t*, thru BBDO, N. Y.
Autocrafts Training School, Chicago, 13 *t*, thru First United Broadcasters, Chicago.

WINS, New York

American Cigarette & Cigar Co., New York (Pall Malls), 36 *sa* weekly, 13 weeks, thru Ruthrauff & Ryan, N. Y.
Gordon Baking Co., New York (Silver cup bread), 5 *sp* weekly, 13 weeks, thru Barton A. Stebbins, N. Y.
Ward Baking Co., New York (Homelike Style and Tip-Top bread), 24 *sa* weekly, thru Sherman K. Ellis & Co., N. Y.
Fels & Co., Philadelphia (soap), 36 *sa* weekly, 26 weeks, thru S. E. Roberts, Philadelphia.
Barney's Clothes, New York, 3227 *sa*, 52 weeks, thru Emil Mogul & Co., N. Y.
Garfield Tea Co., New York, 3 *sa* weekly, 13 weeks, thru Jasper, Lynch & Fishel, N. Y.
Webster-Eisenlohr, New York (Smoker cigars), 78 *sa* weekly, 13 weeks, thru Roberts & Reimers, N. Y.
Ex-Lax Inc., Brooklyn, N. Y. (proprietary), 12 *sa* weekly, 25 weeks, thru Joseph Katz Co., Baltimore.

WBT, Charlotte

S. H. Kress & Co., Charlotte, 7 *sa* weekly, direct.
Chrysler Motor Corp., New York, 7 *ta*, thru Ruthrauff & Ryan, St. Louis.
Johnson & Johnson, New Brunswick, N. J. (Tek), 7 *sa* weekly, thru Ferry-Hanley Co., Kansas City.
National Toilet Co., Paris, Tenn., 5 *ta* weekly, thru Roche, Williams & Cunnyngham, Chicago.

WEEI, Boston

Ward Baking Co., Brooklyn (Devil's Food Sandwiches), *ta* series, *sa* series, thru Sherman K. Ellis Co., N. Y.
Moxie Co., Boston (soft drink), *sa* series, thru Alley & Richards Co., Boston.
Chrysler Corp., Detroit (Plymouth), *sa* series, thru J. Stirling Getchell Inc., Detroit.

WBBM, Chicago

United Drug Co., New York (Rexall), 3 *t*, thru Street & Finney, N. Y.

Z NET. THREE STATIONS THAT PRODUCE ASTONISHING RESULTS

Opposition by ANA To Station Breaks

Session Sees Public Interest Affected by Use of Spots

STATION break announcements were a major topic of discussion at a meeting of the Radio Committee of the Assn. of National Advertisers in New York April 17, the ANA reported last week.

Basing the discussion on a detailed study of station breaks, the committee viewed with alarm the seemingly growing practice of selling announcements between programs, especially immediately before and after the most popular network programs during the evening hours.

Public Reaction

Some of the advertisers felt that sale of announcements, which cash in on the audiences built by the programs of other advertisers, may interfere with public acceptance of radio and adversely affect its value as an advertising medium. The feeling was expressed that the sale of such spots might even be considered as against public interest.

It is understood that in addition to the feeling that these announcements are in unfair competition with the commercial messages on programs of entertainment, several advertisers expressed fears that the insertion of a break announcement into the pause between the closing commercial of one program and the opening commercial of another program tends to lump the advertising of three distinct products into such proximity that the listener is confused rather than impressed by the sales messages.

It was also stated that many stations selling these chain breaks pay little attention to the products advertised by these announcements in relation to the products advertised on the preceding and following programs, so that too frequently one commercial contradicts or conflicts with that just before or after, again causing confusion or antagonism on the part of the listener and defeating the purpose of the advertisers.

W. N. Connolly, of S. C. Johnson & Son, sponsor of *Fibber McGee & Molly*, presided at the meeting. Other committee members are:

R. Del Dunning, Centaur Co.; J. M. Allen, Bristol-Myers Co.; R. A. Applegate, E. I. du Pont de Nemours; J. S. Atha, J. A. Folger & Co.; S. M. Birch, Texas Co.; Gifford Hart, White Labs.; Hugh McKay, Colgate-Palmolive-Peet Co.; Robert S. Peare, General Electric Co.; D. P. Smelser, Procter & Gamble Co.; W. T. Smither, R. J. Reynolds Tobacco Co.; Herbert S. Thompson, Miles Labs.; T. N. Weatherby, Emerson Drug Co.; R. J. Cabrera, Carter Products; J. J. Delaney, Cities Service Co.; A. Waldron Stone, General Baking Co.

DESIGNED for the British is the daily quarter-hour series *New York Town*, shortwaved on NBC's international stations WRCA and WNBI with Arthur Garry, one of the *English Hour* announcers of the international division.

Radio Advertisers

PARTICIPATING sponsors for Arthur Godfrey's new 70-minute series of programs starting April 28 on WABC, New York, now total five with the addition of the New York newspaper *PM* and the R. C. Williams Co., New York. *PM* started on WABC April 21 with early morning announcements, shifting April 28 to the Godfrey program, and also is sponsoring the WABC *Woman's Page of the Air* thrice-weekly. Agency is Harry A. Berk, New York. R. C. Williams will sponsor the Godfrey series thrice-weekly at 7:15 a.m., for Royal Scarlet Coffee. Agency is Alley & Richards, New York.

OGILVIE SISTERS Corp., New York, for its beauty salon is participating thrice-weekly on Antoinette Donnelly's daily program *For Women Only* on WMCA, New York. Program features questions and answers to beauty problems submitted by listeners. Agency is Mears Adv., New York.

OSCAR SERLIN, producer of "Life With Father", has purchased the stage rights to *AP, The Story of the News*, best-seller by Oliver Gramling, assistant general manager of Press Assn. Production for the Broadway play next season will start immediately upon completion of the script, which will dramatize the story of the Associated Press since 1848.

GENERAL FOODS Corp., New York (Jell-O), on April 24 adds CBS stations to *Henry Aldrich* on 83 NBC-Red stations, Thurs., 8:30-9 p.m. Agency: Young & Rubicam, N. Y.

WEISSTEIN BROS. & SURVOL, Los Angeles, in a seven-day campaign to publicize opening of its new $500,000 Surv-All Super Market, from April 27 to May 3 is sponsoring daily participation in *Sunrise Salute* and *Housewives Protective League* on KNX; four participations in *Art Baker's Notebook* and one in *Mirandy's Garden Patch* on KFI; four quarter-hour programs of recorded music on KFAC and one during that week on KFWB and KMPC, respectively. In addition, a total of 33 interview broadcasts are to be sponsored May 1-3 on KMPC KFWB KFAC KHJ direct from food show staged in conjunction with market opening. Tom Breneman will handle interviews. Warran P. Fehlman Adv., Huntington Park, Cal., has the account.

ICE-CAPADES Inc., Pittsburgh, to promote the "Ice-Capades of 1941" at Pan-Pacific Auditorium, Los Angeles, used 367 spot announcements from April 11 to 22 inclusive, on eight Southern California stations, KHJ KFWB KMPC KFAC KMTR KRKD KFVD KFOX. In addition, a scattered schedule of quarter-hour remote broadcasts from the show which ends May 11, is being broadcast. Allied Adv. Agencies, Los Angeles, has the account.

SEIBERLING RUBBER Co., Akron (rubber heels), in an eight-week spring campaign ending June 6, is sponsoring a thrice-weekly, quarter hour program titled *Texas Jim Lewis and His Gang* on 16 California-Don Lee stations, Mon., Wed., Fri., 7:15-7:30 a.m. (PST). Series, originating from KHJ, Hollywood, features Western cowboy music, and has local dealer cut-in announcements. Stu Wilson is producer-announcer. Agency is Meldrum & Fewsmith, Cleveland.

NASSOUR Bros., Los Angeles (42 oil shampoo), on April 28 shifts the twice weekly quarter hour *Hollywood Tattletales*, with Erskine Johnson, commentator, from KECA to KFI, and reduces the schedule for the summer to one broadcast per week. Series has a weekly hook, with writer of the best submitted letter of 25 words giving reason for product preference, being Johnson's guest at one of the major film studios. Each letter is accompanied by a carton top. Agency is Milton Weinberg Adv. Co.

YELLOW CAB Co., San Francisco, recently renewed for another 13 weeks its transcribed spot announcements on KSFO and KPO and its weekly 15-minute program *Tales of Old San Francisco* on KFRC. Agency is Rufus Rhoades & Co., San Francisco.

NELSON BROS. Co., Chicago (furniture), consistent user of local radio, on April 15 started seven-weekly quarter-hour *Tenth Inning* broadcasts, conducted by Bob Purcell, on WCFL, Chicago. Contract is for 26 weeks. Agency is George H. Hartman Co., same city. Coca Cola Bottling Co., Chicago, on April 21 started five-weekly quarter-hour transcribed programs *Singin' Sam* on WCFL. Contract is for 52 weeks. Agency is William B. Wisdom Inc., New Orleans.

ROYAL SHOE MARKETS, Philadelphia (chain), is extending its radio time for the spring and summer for its seven shoe stores in Philadelphia, Chester, Pa., and Wilmington, Del. In addition to the current spot campaign on WDAS and WPEN in Philadelphia, WIP has been added to the list for a transcribed quarter-hour program, thrice-weekly. Program is *Royal Time*, conducted by Howard Jones. Agency is Dan Rivkin, Philadelphia.

STEPHENSON, LEYDECKER & Co., Oakland, Cal. (investment bankers) recently started sponsorship of one hour of transcribed and recorded classical music six nights a week on KRE, Berkeley, Cal. Agency is Fletcher Udall & Associates, San Francisco.

ADAM, MELDRUM & ANDERSON Co., Buffalo department store, is now sponsoring three daily programs on WEBR, including newscasts by Cy King, a shoppers' aid program by Ruth Paige and five-weekly musical noons. Ads in the *Buffalo News*, operator of WEBR, promote the programs.

LAKE COMPOUNCE, Connecticut, has signed on WDRC, Hartford, for a weekly interview program, Saturday swing show, Sunday noon spot and sports on *Ad-Liner*.

ARIZONA'S FIRST STATION
First on the dial
First with listeners
First in results for advertisers
KOY
CBS
PHOENIX
550 KC
Mail response means sales response—and KOY pulled over 90,000 letters in 1940!
JOHN BLAIR & COMPANY
AFFILIATE STATION WLS CHICAGO

Showmanship THAT WINS Intermountain Audiences
KDYL
The POPULAR Station
Salt Lake City
National Representative
JOHN BLAIR & CO
NBC RED NETWORK

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

BEFORE STARTING on a pleasure-drive — or a sales-drive — it's well to check with someone who's familiar with the ground to be covered. Through close cooperation with the stations we represent, a John Blair man can always provide up-to-the-minute information that can help you "go places" with spot radio in any of our markets.

JOHN BLAIR & COMPANY

National Representatives of Radio Stations

CHICAGO	NEW YORK	DETROIT	ST. LOUIS	LOS ANGELES	SAN FRANCISCO
520 N. Michigan Ave.	341 Madison Ave.	New Center Bldg.	349 Paul Brown Bldg.	Chamber of Comm. Bldg.	608 Russ Building
SUPerior 8659	Murray Hill 9-6084	Madison 7889	Chestnut 5688	Prospect 3584	Douglas 3188

Columbia Record Strike Continues

Fight to Finish Is Threatened By Officials of CIO Union

ALTHOUGH striking Hollywood employes of Columbia Recording Corp. on April 22 voted unanimously to accept a compromise settlement recommended by Edward Fitzgerald, U. S. labor conciliator, Bridgeport executives of the company turned it down. Company maintains its previous offer of a 1.7 cents per hour increase to workers, but has withdrawn all amended proposals, it was said.

William B. Elconin, CIO international field organizer, announced a "fight to the finish".

"This is complete proof to us and the Federal Conciliator, too, that Columbia Recording Corp. executives have but one desire, and that is to smash organized labor in its plant", Elconin said.

Compromise Offer

Fitzgerald is understood to have stated that the compromises put forth by the recording company indicated its offer could not be considered as the basis for settlement of a labor dispute. He proposed, instead, hourly wage increases of 5, 7½ and 10 cents, with a 65-cent minimum, or an increase of 10 cents over the present 55 cents per hour.

Fitzgerald's proposal also called for six paid holidays per year, the agreement to run until June 30, at which time either side could reopen wage negotiations. At present no paid holidays are granted CRC employes.

His proposal includes one week's vacation with pay for workers employed one year or more, with continuation of the plantwide seniority and closed shop policy. Union's original demand was for a 75-cent minimum, or an increase of 20 cents over the present 55 cents per hour.

At the meeting April 21, presided over by Fitzgerald, Homer I. Mitchell, attorney representing CRC, offered a written contract proposed by the recording company when negotiations were broken off April 16. Besides the 1.7 cents increase per hour, the pact offered by CRC would abolish the plantwide seniority system.

Approximately 85 workers are affected by the strike, the plant having been closed since the walkout was ordered on April 11, [BROADCASTING, April 21]. Clerical help refused to cross the CIO picket lines. Besides picketing the recording plant at 6624 Romaine St., a line has been thrown around the CBS Hollywood studios, as well as the network's Vine St. Playhouse.

Distribution of records made by the company's Bridgeport plant continues to hit snags. Union officials announced they are receiving support from Southern California retail outlets. Most of them have agreed not to restock with Columbia records until the strike is settled, the United Electrical, Radio & Machine Workers of America, Local 1421, CIO, said. Columbia distributors are reported laying off employes because of inability to restock records.

CRC's Position

Secondary boycott of CBS sponsors with possibility of a sympathy walkout at Bridgeport plant of Columbia Recording was threatened by striking Hollywood workers.

CRC spokesman denied charges that the company was seeking to destroy the union and also expressed willingness to deal with CIO officials at any time. They said CRC had offered workers wage increases and pay for six holidays that would tilt payroll 5.34% annually, had requested no change in closed shop clause and merely asked that seniority be departmentalized instead of plantwide with ability taken into consideration for promotion.

CRC spokesman further said the offer had been made before the strike and several times since, and still good. CRC claims that its increase offer to strikers amounted to approximately 4 cents per hour and not 1.7 cents per hour as reported by union officials.

Negotiating Committee of Disc Industry To Hold Final Meeting on AFRA's Code

A FINAL MEETING of representatives of the transcription industry to discuss the terms and conditions of the transcription code of the American Federation of Radio Artists will be held in the NBC board room in New York Monday afternoon at 2:30, it was announced Thursday following a preliminary meeting attended by about 25 transcription company executives. Members of the industry negotiating committee reported on their dealings with AFRA executives and presented to the group copies of the code as worked out during more than a year of negotiations.

Thorough Study

It had been expected only one meeting would be necessary, but since many of those present were examining the code for the first time and wanted to go over it with their attorneys before accepting the proposed code in toto, a second meeting was arranged for Monday. Invitations were sent by Charles Gaines, WBS, chairman of the negotiating committee, to nearly 300 transcription companies and it is hoped that more of them will be represented on Monday than on Thursday. John MacDonald, NBC, presided in the absence of Mr. Gaines because of illness.

At the Monday meeting the industry representatives are expected either to accept the present code or to turn it back to their committee with specific suggestions for revision which the committee can take back to AFRA. It is considered unlikely the group will voice any general objection to the code as a whole, but there is possibility it will wish to change certain of its provisions. Major points of the code in its present form follow:

Code sets up two classes of transcriptions: Class A includes custom-built transcriptions used by one sponsor once only in each town or city for any product, and open-end discs which may be used on any number of stations of any power for one or more sponsors.

Class B includes open-end transcriptions which may be used on any number of stations of not over 1,000 watts power, provided that if one sponsor uses such a disc on more than four stations or on one station of higher power, the record will automatically be reclassified as Class A.

Class A minimum fees for actors and announcers are $2 for one minute; $3 for two minutes; $5 for five minutes; $12 for 15 minutes; $20 for 30 minutes; $28 for 60 minutes, with rehearsals at $6 an hour, one hour being required for all programs of over five minutes. On Class B discs minimum fees for announcers and actors range from $2 for one minute to $17.50 for an hour, with rehearsals at $3 and hour.

Class A minimums for singers vary with the size of the group. Without itemizing the whole scale from one minute to an hour for each group, a comparative idea may be secured from the 15-minute rates, as follows: For groups of nine or more voices, $11 per person; for five to eight voices, $16 each; for two to four voices, $20 each; for soloists, $25. Rehearsal rates range from $4 to $6 an hour.

Recorded musical signatures, which may be used for one year on one program, have minimum fees of $150 for soloists, $125 per person for duos and trios, and $100 per person for groups of four or more. Dramatized commercials carry minimum fees of $12 for programs of 15 minutes or less; $16 for half-hour programs and $20 for hour programs.

Rates for Singers

Minimum rates for singers are the same on Class B as on Class A records, but there is a separate scale for singers on library service records. For 15 minutes of recorded music, to be rehearsed and recorded in not more than one hour, $15 a person for one or more voices; $20 for five to eight voices; $25 for two to four, and $31 for soloists.

When transcriptions are used in connection with live commercial broadcasts the minimum live fees shall apply. Time spent on recordings which are discarded shall be counted as rehearsal time. Dubbing is prohibited except for discs used for processing or making duplicate records from masters, transcriptions with rerecorded signature numbers or transcriptions made to incorporate changes in commercials.

Auditions are to be paid for at not less than half the applicable program fee, plus full rehearsal fee, but individual voice tests may be made without compensation. Terms of the code apply to English programs only.

Recording rules include the labeling of each Class B record as follows: "Use of this record prohibited on any station of over 1,000 watts power or for one sponsor on more than three stations up to 1,000 watts power." Transcriptions made available for foreign distribution entail payment of additional fees equal to the original minimums for each artist, with sponsor or producer credited with payments over the minimum fee paid in the first instance. Remainder of terms and conditions are similar to those of the AFRA Code of Fair Practice for network programs, including provisions for arbitration of all disputes and for changes in minimum rates after Dec. 15, 1942, if the cost of living index has risen 10 points or more during the preceding year. Contract is dated to expire Nov. 1, 1943, coincidentally with the network contracts.

Executives of MBS Meet With ASCAP

Entire Governing Body Holds Discussion in New York

MBS DIRECTORS, stockholders and operating board met in New York last Friday and Saturday for a thorough discussion of their copyright committee's reports on explorations of the avenues open for the return of ASCAP music to the network. Meeting, called by Fred Weber, MBS general manager, following a private session of the committee in Chicago, April 16-17, was still in progress as BROADCASTING went to press and no details of the discussion were available at that time.

Neither have the committee's deliberations in Chicago been made public, but it is understood that at that time two ASCAP proposals were discussed, one for a blanket license similar to the present ASCAP licensing plan and the other for a per-program arrangement, which ASCAP is required to offer by the Government consent. Whatever the nature of these proposals, it is at least certain that the committee found them interesting enough to warrant, calling the entire committee body to New York to hear the committee's report.

Others Watching

Last week preceding the MBS meeting, ASCAP's radio committee and the Society's board had been in almost continuous session, working feverishly to perfect the details of its proposals before the MBS group assembled. No meetings have been held between ASCAP and the other networks since the preliminary discussions with CBS April 11 and with NBC April 15 [BROADCASTING, April 14, 21].

Since the consent decree binds ASCAP to give each station or network as good terms as his competitors under a "favored nation" clause, it is believed that NBC and CBS are allowing MBS to carry on the negotiations with ASCAP and that when and if MBS signs an ASCAP contract it will not take long for the other networks to accept similar deals if they so desire at that time.

'PM' Campaign

THE NEWSPAPER *PM*, New York, has started an intensive campaign on New York stations to promote circulation among women readers. The paper is sponsoring spot announcements on participating programs on WABC WOR WQXR WEAF WJZ WMCA WHN. Agency is Harry A. Berk Inc., New York.

Feed Firm Test

DUNLOP MILLING Co., Clarksville, Tenn., is testing radio for Challenger livestock feed. Company, a subsidiary of General Foods Corp., New York, is using local quarter-hour programs one to three times weekly on five southern stations. Young & Rubicam, New York, is agency.

Network Accounts

All time EDST unless otherwise indicated.

New Business

BROWN & WILLIAMSON Tobacco Corp., Louisville (Sir Walter Raleigh smoking tobacco), on April 28 starts *Private Lives Joan Borden Reports* on 54 NBC-Red stations, Tues., 10:55-11 p.m. Agency: Russel M. Seeds Co., Chicago.

BROWN & WILLIAMSON Tobacco Corp., Louisville (Raleigh cigarettes), on April 29 starts *College Humor* on 54 NBC-Red stations, Tues., 10:30-10:55 p.m. Agency: Russel M. Seeds Co., Chicago.

LOS ANGELES SOAP Co., Los Angeles (Sierra Pine soap), on April 28 starts for 52 weeks participation in *Art Baker's Notebook* on 11 NBC-Pacific Blue stations (KGO KECA KTMS KFSD KEX KJR KGA KFBK KWG KERN KOH), Mon. thru Fri., 11-11:30 a.m. Agency: Raymond R. Morgan Co., Hollywood.

LIME COLA Co. of California, Vernon, Cal. (beverages), on April 27 starts for 13 weeks *Kids of the Week* on 8 NBC-Pacific Blue stations (KECA KJR KFSD KTMS KOH KFBK KWG KERN), Sun., 5-5:30 p.m. Agency: Davis & Pierson Adv. Agency, Los Angeles.

GENERAL FOODS, Toronto (Grape Nut Flakes, Baker's Cocoa) on April 10 started *The Aldrich Family* on 25 Canadian Broadcasting Corp. stations, and for Maxwell House Coffee on CBM, Montreal. Thurs., 9:30-10 p.m., from May 1, 8:30-9 p.m. (EDST). Agency: Baker Adv. Agency, Toronto.

CARNATION Co. of Canada, Toronto (condensed milk) on April 28 starts *Contented Hour* on 29 Canadian Broadcasting Corp. stations, Mon., 10-10:30 p.m. (EDST). Agency: Baker Adv. Agency, Toronto.

F. W. FITCH Co., Des Moines (shampoo), on May 3 starts new program not yet selected on 10 NBC-Red stations, Sat., 10:45-11 a.m. Agency: L. W. Ramsey Co., Davenport, Ia.

SEIBERLING RUBBER Co., Akron (rubber heels), on April 14 started for eight weeks *Texas Jim Lewis & His Gang* on 16 California Don Lee stations, Mon., Wed., Fri., 7:15-7:30 a.m. (PST). Agency: Meldrum & Fewsmith, Cleveland.

HOLLAND FURNACE Co., Holland, Mich., May 17 only, *Holland Tulip Festival* on 105 NBC-Blue stations, Sat., 1-1:30 p.m. (CDST). Agency: Ruthrauff & Ryan, Chicago.

HOLLAND FURNACE Co., Holland, Mich., on May 17 starts *Miles Barn Dance* on 82 NBC-Blue stations, Sat., 2-2:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

Renewal Account

U. S. TOBACCO Co., New York, for Model and Dill's Best smoking tobacco, on May 26 renews *Gay Nineties* revue on 63 CBS stations, Mon., 8:30-8:55 p.m. Agency: Arthur Kudner, N. Y.

Network Changes

KRAFT CHEESE Co., Chicago (cheese, salad dressing), on April 10 added 3 stations (KSEI KTFI KIDO) to *Kraft Music Hall*, making a total of 87 NBC-Red stations, Thurs., 9-10 p.m. (EST). Agency: J. Walter Thompson Co., Chicago.

BROWN & WILLIAMSON Tobacco Corp., Louisville (Sir Walter Raleigh smoking tobacco), on May 2 shifts *Uncle Walter's Doghouse* from Tuesday, 10:30-11 p.m. to Friday, 9:30-10 p.m. on 86 NBC-Red stations. Agency: Russel M. Seeds Co., Chicago.

GENERAL FOODS Corp., New York (Maxwell House coffee), on April 28 shifts *Kate Hopkins* from 4:45-5 p.m. to 2:45-3 p.m., Mon. thru Fri. on 44 CBS stations. Agency: Benton & Bowles, N. Y.

PROCTER & GAMBLE Co. of Canada, Toronto (Oxydol) on April 28 changes *The Man I Married* to *Woman in White* on 27 Canadian Broadcasting Corp. stations Mon. thru Fri. 10:30-10:45 a.m., and on CFRB, Toronto, Mon. thru Fri. 5-5:15 p.m. (EDST). Agency: Blackett-Sample-Hummert, Chicago.

Defense Demand for Aluminum Supply Likely to Strike Deeply at Radio Needs

EVIDENCE that the aluminum shortage resulting from national defense activity was striking more deeply at the radio manufacturing industry than first thought came to light last week as the priorities committee of Radio Manufacturers Assn. met with officials of the Priorities Division of the Office of Production Management.

The conferences with OPM are to be followed this week, starting Tuesday, by RMA group meetings in New York at which discussions are scheduled dealing with substitutes for restricted strategic materials, curtailed production and shortages in such materials as aluminum, nickel and zinc.

Small Poundage

Although little was heard from radio manufacturers when restrictions on aluminum supplies were announced by OPM several months ago, it has now become evident that although a comparatively small poundage of aluminum is used in broadcast equipment manufacture, cutting off this supply would strike a heavy blow at fabrication of radio receivers and other broadcast apparatus. RMA representatives indicated to the Priorities Division that under the present aluminum priority ratings, manufacture of receivers for ordinary domestic use will be forced to a standstill.

The latest move of the Priorities Division in listing various industries by their preference ratings, according to the priorities schedule announced for aluminum several weeks ago, has drawn fire in some quarters. Under the latest OPM listing, aluminum supplies for radio manufacture have been given a B-7 preference rating—indicating that no reasonably satisfactory substitute is available, and allowing the use of as much as 30% of the 1940 average monthly supply of aluminum. This amount of aluminum would be available, of course, only if it remained after defense demands—given an A rating —were met.

It is pointed out, among other instances, that such items as aluminum hoods for cottage cheese jars and light-weight aluminum furniture for laboratories and hospitals have been given a B-3 rating —well above that of radio equipment. That point is made an issue since radio broadcasting equipment also has been placed on the critical list of the Army and Navy. The apparent paradox is hard to resolve, it is held.

Enough for Defense?

OPM has declared that the priorities ratings on aluminum will not effect manufactures of radio equipment for national defense needs, since sufficient supplies will be made available, under the special defense classification, to supply these needs. The Priorities Division admits, however, that enforcement of the priorities control likely will cut to the bone radio manufacture for domestic demand, unless substitute materials are adapted.

Manufacturers, viewing this situation, point to the danger resulting to defense construction when large manufacturing plants must be kept operating on defense orders alone. They maintain that if domestic receiver manufactures are cut drastically, skilled personnel must be released, and when the sudden demand of large defense orders calls for operation of the plant at full capacity, the capacity is not there.

ANPA Meeting

(*Continued from page 11*)

Report stated that PA was expected to be self-sustaining within the year and to become a source of revenue for AP. The report of the general manager, Kent Cooper, stated that expansion of service to radio stations developed "materially" during the latter part of 1940 and that further expansion is anticipated during 1941.

During the coming year, as during the past year, 10 of the 18 members of the AP board of directors have radio affiliations. Five of the six directors whose terms expired this year were reelected and George F. Booth, *Worcester* (Mass.) *Telegram* (WTAG), was elected to fill the place vacated by Harry J. Grant, *Milwaukee Journal* (WTMJ), who was not a candidate for reelection. The new board's first action was to reelect its entire slate of officers.

Make-up of the AP board follows: Robert McLean, *Philadelphia Bulletin*, president; E. Lansing Ray, *St. Louis Globe-Democrat*, first vice-president; Stuart H. Perry, *Adrian* (Mich.) *Telegram*, second vice-president; Kent Cooper, AP general manager, secretary; Mr. Booth; Paul Bellamy, *Cleveland Plain Dealer* (WHK, WCLE, WHKC, WKBN); George Logan, *Kansas City Star* (WDAF); E. H. Butler, *Buffalo Evening News* (WBEN, WEBR); Clark Howell, *Atlanta Constitution*; E. K. Gaylord, *Oklahoma City Oklahoman* (WKY, KLZ, KVOR); Houston Harte, *San Angelo* (Tex.) *Standard* (KGKL, KRBC, KBST, KPLT, KRIS); Josh L. Horne, *Rocky Mount* (N. C.) *Telegram*; L. K. Nicholson, *New Orleans Times-Picayune*; Robert R. McCormick, *Chicago Tribune* (WGN); W. H. Cowles, *Spokane Spokesman-Review*; J. R. Knowland, *Oakland Tribune* (KLX); Frank B. Noyes, *Washington Star* (WMAL); Paul Patterson, *Baltimore Sun*; John Cowles, *Des Moines Register* (WMT, KRNT, KSO, WNAX).

"If I dare say so, Miss Whistleberry, you're very nearly as attractive as WFDF Flint Michigan now that it's a kilowatt on 910."

KFDM ....SOCKS;

Smack into the Middle of TEXAS' BOOMING GULF COAST INDUSTRIAL AREA

FULL TIME 560 KC
NBC BLUE 1000 WATTS

KFDM BEAUMONT

Represented by
HOWARD H. WILSON, COMPANY

WCBM
BALTIMORE, MARYLAND

October 1st
MEMBER NBC
BLUE NETWORK

Affiliated with the
MUTUAL
Broadcasting System
JOHN ELMER, *President*
GEO. H. ROEDER, *Gen. Mgr.*
National Representatives
THE FOREMAN CO.
247 Park Ave., New York
Wrigley Building, Chicago

Dominant
IN THE 7th RETAIL MARKET
KSTP
MINNEAPOLIS • SAINT PAUL
NIGHTTIME SIGNAL FROM MINNEAPOLIS TO THE WEST EQUIVALENT TO
133,500 WATTS
NBC BASIC RED NETWORK
50,000 Watts
Clear Channel

Agencies

HAWORTH BROMLEY has joined the Hollywood staff of Dolan & Doane, talent agency, as head of the story and writers department.

LEW KERNER, formerly account executive of CBS Hollywood artists bureau, has joined William Morris Agency, that city.

WALTER SHANKS, formerly manager of California Model Service, Hollywood, has joined T. Tyler Smith Adv. & Merchandising, that city, as account executive.

LICHTIG & ENGLANDER, Hollywood agency specializing in stories and writers, has expanded its services. Jack Fife, formerly associated with A. George Volck Agency, has been appointed director of the talent department, with Alan Christie taking over management of musicians, composers, conductors and concert artists.

PAUL F. ADLER who recently resigned as eastern manager of Sears & Ayer, station representatives, has established his own agency in Hollywood under firm name of Eastern Advertiser's Service, with offices at 6305 Yucca St. Firm will service eastern advertising agencies and advertisers as West Coast representative, specializing in radio. San Francisco and Seattle branch offices will be established.

DAVE McMILLAN, formerly of Richardson & McDonald Adv. Agency, Toronto, has joined Walsh Adv. Agency, Toronto, as account executive.

R. E. S. GREEN, radio executive of Walsh Adv. Agency, Toronto, has resigned to become Ontario sales representative of Collins & Aikman of Canada. He was formerly in the advertising department of Chrysler Corp of Canada.

H. H. CHASE, Los Angeles manager and co-owner, having retired, Norman R. Barnes has purchased the interest of his partner in Barnes-Chase Co., Southern California advertising agency, and will continue to operate under the same firm name. E. W. Rutledge, formerly production manager, has been elevated to manager of the Los Angeles office. Mr. Barnes will continue to manage the San Diego division of the agency. Miss M. G. Roche, after an absence of several years, has rejoined the San Diego staff as copywriter and radio director.

GINNY SIMMS has been added to the Hollywood staff of McKee & Albright Inc. as script assistant on the NBC *Rudy Vallee Show*, sponsored by National Dairy Products Inc. (Sealtest). She was formerly in the KHJ, Hollywood, production department.

HUGH BLAND, onetime copywriter of the defunct Richard T. Clarke Co., Beverly Hills agency, has joined Hugo Scheibner Inc., Los Angeles, in a similar capacity.

DONALD L. DAVIS and Wallace R. B. Pearson, both formerly of Chicago, have established the Davis & Pearson Adv. Agency at 4812 Sunset Blvd., Hollywood.

POTTER & BLACK Adv. Agency, Los Angeles, has moved to new offices at 7000 Santa Monica Blvd., Hollywood.

IDA HORN, formerly of the Willard Tablet Co., Chicago, has joined First United Broadcasters, Chicago, as assistant to Hugh Rager, managing director. Miss Horn replaced Midge Marx, who resigned and will make her future home in California.

ROY DODGE, for the last five years account executive of Albert Kircher Co., Chicago, has joined First United Broadcasters, same city, in the same capacity.

MILTON GUSTAFSON, recently in publicity and radio at the U of Nebraska, has joined Bert S. Gitten Advertising, Milwaukee, as agricultural copy writer on the Allis-Chalmers account.

EDWARD H. PEARSON, formerly of Lord & Thomas in the New York offices, has joined John Falkner Arndt & Co., Philadelphia, as copy writer.

RAY BUFFUM, formerly NBC program director, has joined the staff of Ted Bates Inc., New York, as script editor and writer. He will write *City Desk*, sponsored on CBS by Colgate-Palmolive-Peet Co., Jersey City, for Palmolive shave cream.

JAMES SHELBY, for the last 15 months associated with production and script writing department of Grant Adv. Inc., Chicago, has been appointed head of the agency's publicity department.

DURN FEW DOLLARS IN PENNY (Ky.)!

Frankly, we haven't a thing against Penny (Ky.)—or any of the other small villages in this here state. It's just that these "towns"—*all of 'em together*—are a mere drop in the bucket when compared with the Louisville Trading Area, which has *more than twice the spending power* of the rest of Kentucky combined! . . . . WAVE offers high coverage of the Louisville Area at low cost! What more could you ask?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N. B. C. Basic Red

FREE & PETERS, INC.
National Representatives

WCAR

We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend . . . Who Prefer WCAR
all at LOW COST!

GET THE FACTS FROM WCAR
PONTIAC • MICH.
of THE FOREMAN CO., NATIONAL REPS
CHICAGO • NEW YORK

CONTRACT for the first full symphony music releases in the library transcription field is signed by Henry Svedrofsky, conductor of the Los Angeles Philharmonic, which will perform for Standard Radio. Milton Blink, co-owner of the transcription firm, said of the undertaking, "The ever-increasing appetite of radio listeners for symphony music has inspired this move. While records of such music have always been available, good transcriptions have not—most important advantage will be the uninterrupted playing angle." For use on the air, the Los Angeles Orchestra will be known as the "American Philharmonic". Watching Mr. Svedrofsky put his name on the dotted line are Don Allen, Standard Radio production director (left) and Gerald King, co-owner of Standard Radio.

Vanderbie, Rubens Buy Interest in Large Boat

FROM a start as salesman of lake cruises via the medium of radio, H. S. Vanderbie and Walter L. Rubens, partners of the Chicago advertising agency of Vanderbie & Rubens, have become part owners of the largest cruise ship on the Great Lakes, the *SS Seeandbee*. The $2,000,000 vessel plies regularly during the summer on seven-day trips from Chicago to Mackinac, Detroit, Cleveland and Buffalo (Niagara Falls).

Larger than many ocean liners, the ship is 500 feet long, 100 feet wide, with five decks, large ballroom, three dining rooms, sundecks, cafe and deluxe suites.

One of the novel uses that the Chicago advertising executives intend to make of their new possession will be to book it as a floating convention hall. The American Nurserymen's Assn. of 800 members will occupy the ship from July 7-11.

Oelwein Series

OELWEIN CHEMICAL Co., Oelwein, Ia. (Occo mineral compound), thru Cary-Ainsworth, Des Moines, has completed arrangements to re-establish on Aug. 4 its currently expiring thrice-weekly spot campaign on 19 stations in North and South Dakota, Minnesota, Iowa, Wisconsin and Illinois. According to current plans the business will be placed on the same stations as well as a number of others.

William M. Spire Given McCann-Erickson Post

WILLIAM M. SPIRE, assistant radio director of McCann-Erickson, New York, has been named radio director, succeeding Stuart Ludlum, who is joining J. Stirling Getchell Inc., New York. Mr. Spire's appointment follows a number of recent changes in the agency's radio department.

Mr. Spire

Oscar M. (Pete) Schloss of the media department, was made chief timebuyer, succeeding Robert W. Tannehill, who joined Benton & Bowles, New York, as merchandising chief.

Other changes are: Jack Thompson, assistant timebuyer, into the Army; Miss Helen Morton, assistant to Mr. Tannehill, to Benton & Bowles as merchandising assistant; Margaret Jessup, production assistant, to *Parent's* Magazine as assistant to the publisher; Douglas Humphries, script writer, to Badger, Browning & Hersey, New York. Agency officials declined to give any reason for the changes, but said that shift in the radio department had been "in the air" for some time.

Hodapp Joins Grant

BILL HODAPP, writer-producer of NBC in Chicago and New York, has joined the radio department of the Grant Adv. Agency, Chicago, in charge of writing and production. In addition to writing the NBC-Blue network's Ward Baking Co. (Soft-Bun Bread) serial *Jane Arden*, and many other shows for the network, he did extensive free-lance writing which includes scripts for Procter & Gamble (Drene), *Knickerbocker Playhouse* NBC-Red feature, and Brown & Williamson Tobacco Corp. (Wings cigarettes) *Wings of Destiny*, also on NBC-Red. His first assignment at the Grant agency is *What's Your Idea*, sponsored by Mars Inc., Chicago (candy bars), on NBC-Red. Several other shows are currently in the process of production. Mr. Hodapp is a graduate of Central College, and took a post-graduate course at the Indiana U. He replaced Wyllis Cooper, resigned, who has returned to New York.

New Advertising 'Register'

STANDARD ADVERTISING REGISTER has announced the completion of its 26th Annual Edition, listing personnel, agency and media information on over 12,000 national advertisers, classified by product, together with total 1940 expenditures by advertisers in network and spot radio, magazines and farm papers.

MARGUERITE LYON, copywriter for Henri, Hurst & McDonald, Chicago, has published a book titled *Tales to the Hills*, relating her experiences as a farmer in the Ozark Mountains.

KIRO THE FRIENDLY STATION
SEATTLE • CP 50,000 watts • CBS
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Agency Personnel Depleted by Draft

Several Already in Training

THE DRAFT descended upon the radio departments of leading New York agencies within the past few weeks, creating personnel problems within the departments, hitherto unaffected to any considerable degree by the selective service program.

A number of agency radio personnel are already in training, others have been notified when to report, and others have received questionnaires and are in various stages of Army induction.

Already Summoned

Among those who have or are being called to the colors are: John Christ, producer of *True or False*, J. Walter Thompson Co.; Jack Thompson, assistant timebuyer, McCann-Erickson; James Cannon, promotion director, Lord & Thomas; John Schultz, timebuyer, Erwin Wasey & Co.; Harmon Nelson, production assistant, and Byron Collins Jr., script writer, Young & Rubicam; Fred Gropper, radio promotion, Compton Adv.

Officials at the agencies explained there are more eligible draftees in radio than in other agency departments, and as the national defense program goes into high gear, more of these men, it is expected, will be drafted.

Ezra Stone, star of the *Aldrich Family*, has received and returned his Army questionnaire. The program is sponsored on NBC-Red by General Foods Corp., New York for Jell-O, and at Young & Rubicam, New York, the agency, it was stated the program would continue if Stone were drafted.

HIGH PAY IN RADIO

Broadcast Workers Set Top Earnings

COMPARED with Labor Department compilations of average weekly earnings in various other industries, workers in the broadcasting industry receive a higher average pay than workers in any other industry, according to estimates by Joseph L. Miller, NAB labor relations director.

The Labor Department figures, released in mid-April and based on average weekly earnings in February, 1941, show a weekly high wage of $41.78 for workers in the machine tool industry. Although the broadcasting industry is not ranked, Mr. Miller pointed out that FCC figures as of Oct. 15, 1939, showed an average weekly earning of $41.08, and observed that increases in radio's wage level since then doubtless bring the level for broadcasting workers above that of machine tool workers.

Other average earnings listed in the Labor Department compilation include automobile manufacture, $40.05; brokerage, $37.71; insurance, $37.76; telephone and telegraph, $31.30; printing, newspaper and periodical, $38.42.

NOW THEY LOOK LIKE THIS

See page 18

PHOTOGRAPHS ON PAGE 18 in the same (l to r) order show: (1) **Frank E. Mason**, NBC v.p., who was assistant editor of *American Boy* magazine in 1917 when he enlisted; he was sent to France immediately as intelligence officer with the 9th Infantry, was instructor at the Army Intelligence School, became chief censor of Advanced G.H.Q. at Trier, was assigned to The Hague as assistant military attache, then went to Berlin in the same capacity. He was mustered out a captain in November, 1919. (2) **Clayland T. Morgan**, assistant to the president of NBC, who was a first lieutenant of the 54th Pioneers Infantry with the Army of Occupation. (3) **Horton Heath**, RCA director of advertising and publicity, who was a first lieutenant of Field Artillery and served through 1918 as an instructor at the School of Fire, Fort Sill.

Kelly Promoted

AFTER having travelled some 100,000 miles annually since 1937 as regional director of Knox Reeves Adv., sports broadcasting activities, James T. Kelley, has been transferred to Minneapolis headquarters to take over the newly-created post of sales development manager, stressing new markets, it was announced last week by E. E. Sylvestre, president. Mr. Kelley has travelled on behalf of baseball broadcasts sponsored by General Mills, Socony-Vacuum Oil Co., B. F. Goodrich Rubber Co. and miscellaneous local companies. His new duties are in a field in which the Reeves agency will become increasingly active during coming months, Mr. Sylvestre said.

Mr. Kelley

'Rake' for Schmid

ROBERT A. SCHMID, MBS director of advertising and promotion, on April 24 was one of ten young men, 30 or under, receiving the "Award of the Rake", annually conferred by the New York Advertising Club to young men who have distinguished themselves early in their careers. Award states it is for those "who have exchanged the crying towel for the rake and scratched for their own opportunities rather than waiting for them."

Crawford Renews

CRAWFORD CLOTHES, New York, has renewed for nine weeks its contract for 12 hours weekly on WMCA, New York, and has added two news programs to the schedule.

Bee Line to Alaska's New Business— Is KFAR . . . Serving a "Honey" of a Market!

1000 Watts **KFAR** 610 KC.

Seattle rep. G. A. WELLINGTON • 1011 American Bank Bldg.

LOOKING FOR A SPOT OF GOLD?

★

Forget the end of the rainbow ...check with KMBC Dinner Bell Round-Up! For on this hour-long, noon-time funfest—the biggest locally-produced show in this vast Missouri-Kansas area—you'll find the spot that delivers solid-gold *profits!*

THE KMBC DINNER BELL ROUND-UP

NEWS with John Cameron Swayze, famous reporter, editor, columnist.

•

MARKETS with Bob Riley, exclusive reporter for K.C. Livestock Interests.

•

FARM CHATS with Phil Evans, nationally-known KMBC Farm Service Director.

•

MUSIC, COMEDY, VARIETY with 28 artists—all featured each Saturday on "Brush Creek Follies"—CBS, coast to coast!

★

No wonder National Biscuit, Colgate, Vick's, Kellogg's and other advertisers anxious to reach *both* rural and city listeners call the KMBC Dinner Bell Round-Up. . . . . .

THE "HAPPY MEDIUM" FOR MIDWEST SALES

KMBC OF KANSAS CITY

Free & Peters, Inc. CBS Basic Network

Daylight Saving Cities

(Continued from page 16)

Kirby
Lake Bomoseen
Lincoln
Londonderry
Lowell
Ludlow
Lyndonville
Manchester
Marlboro
Middlebury
(Apr. 27-Oct. 26)
Middlesex
Middletown
Milton
Montgomery
Montpelier City
Moretown
Morgan
Newfane
New Haven
Newport
Northfield
North Hero
North Troy
(May 1-Oct. 1)
Norwich
Orange
Orleans
Pawlet
Pittsfield
Pittsford
Plainfield
Plymouth
Pomfret
Poultney
(May 1-Oct. 1)
Pownal
Proctor
Putney
Readsboro
Richford
Richmond
(May-Oct.)
Rochester
Rockingham
Roxbury
Royalton
Rupert
Rutland
Ryegate
St. Albans City
St. Johnsbury
Saxton's River
Searsburg
Shaftsbury
Sheffield
Shelburne
(May-Oct.)
Sheldon
South Burlington
South Hero
Springfield
Stamford
Stockbridge
Stowe
Strafford
Swanton
Topsham
Townshend
Tunbridge
Vergennes City
Vershire
Vernon
Waitsfield
Wallingford
Warren
Washington
Waterbury
Weathersfield
Wells
West Fairlee
West Hartford
Westminster
Weston
West Pawlet
(Generally observed)
West Windsor
White River
Whitingham
Williamstown
(Apr. 30-Oct. 31)
Williston
Wilmington
Windham
Windsor
Winooski
Woodbury
Woodford
Woodstock
Worcester

A substantial part of the above listing comes from the National Survey, Chester, Vermont.

CANADA

In September, 1940, just before Daylight Saving Time was to revert to Standard Time, the Federal Government, by Order-in-Council under the War Measures Act, ordered those municipalities in the Provinces of Ontario and Quebec which had operated on Daylight Saving Time during the Summer of 1940, to continue on fast time indefinitely.

Following are communities listed in last year's survey as observing Daylight Saving Time:

ONTARIO

Acton
Arnprior
Aurora
Belleville
Bowmanville
Brampton
Brockville
Burlington
Cheltenham
Cobourg
Cooksville
Cornwall
Dundas
Fergus
Fort Erie
Fort William
Gananoque
Georgetown
Grimsby
Guelph
Hamilton
Hawkesbury
Islington
Kingston
Leaside
Merritton
Milton
Napanee
Newcastle
Newmarket
Niagara Falls
Oakville
Orillia
Oshawa
Ottawa
Perth
Peterborough
Pickering
Picton
Port Arthur
Port Colborne
Port Hope
Prescott
Richmond Hill
St. Catharines
Smiths Falls
Streetsville
Sudbury
Thorold
Toronto
Trenton
Welland
Weston
Whitby
Woodbridge

PROVINCE OF QUEBEC

Arvida
Aylmer
Beauharnois
Black Lake
Coaticook
Chicoutimi
(City and County)
Coleraine
Cowansville
Danville
Farnham
Granby
Grand'Mere
Hull
Isle Maligne
Joliette
Jonquière
Kénogami
Lachute
La Tuque
Lennoxville
Lévis
Magog
Metis Beach
Mont-Joli
Montreal
(Metropolitan Area)
Autremont
Port-Alfred
Quebec City and surrounding district
Richmond
Rimouski
Riverbend
Rivière-du-Loup
St. Hyacinthe
St. Jerome
St. Johns
St. Lambert
St. Raymond
Shawinigan Falls
Sherbrooke
Sorel
Temiscaming
Thetford Mines
Three Rivers
Valleyfield
Verdun
Westmount

Canadian observance elsewhere:

PROVINCE OF NEW BRUNSWICK

Moncton (May 4-Sept. 27)
Saint John (May 4-Sept. 27)

PROVINCE OF NOVA SCOTIA

Dartmouth (May 4-Sept. 28)
Halifax (May 4-Sept. 28)

PROVINCE OF SASKATCHEWAN

Estevan (All year 'round)
Regina (Apr. 13-Oct. 12)
Saskatoon (Apr. 27-Oct. —)
Weyburn (May 1-Sept. 30)
Yorkton (All year 'round)

PROVINCE OF BRITISH COLUMBIA

Townships from Creston to Crowsnest along the line of the Canadian Pacific Railway use Mountain Time throughout the year, although the district is in the Pacific Time Zone and notwithstanding that the railway operates on Pacific Time. The intervening townships between these two termini are listed below alphabetically:

Aldridge
Caithness
Canyon
Colvalli
Cranbrook
Elko
Erickson
Fassiferne
Fernie
Galloway
Goatfell
Hosmer
Jaffray
Jerome
Lumberton
Mayook
McConnell
McGillivray
Michel
Morrissey
Moyie
Natal
Rampart
Ryan
Sparwood
Tochty
Wardner
Yahk

NEWFOUNDLAND AND LABRADOR

One hour Daylight Saving provided by statute from May 11 to Oct. 5. Probable advancement of another hour in June.

FOREIGN COUNTRIES

Country	*Clocks Advanced*	*Starting*
Cuba	one hour	June 1-Sept. 7
Egypt	one hour	Apr. 15-Sept. 5
Estonia (same time as Moscow)		Indefinitely
*France (Unoccupied)	two hours	May 5
Germany—One hour—Indefinitely (Occupied France, Netherland, Belgium and Denmark are reported on same time as Germany.)		
*Great Britain	two hours	May 3-Aug. 9
Greece	one hour	April 7
Hungary	one hour	April 7
Iceland	one hour	March 1
Italy & The Vatican—one hour—Indefinitely		
Latvia (same time as Moscow)		Indefinitely
Lithuania (same time as Moscow)		Indefin'ly
Mexico	one hour	Indefinitely
New Zealand	30 minutes	Sept. 28, 1941 terminates April 26, 1942
Norway	one hour	Indefinitely
Portugal	one hour	April 5 probably terminate Nov. 1
Shanghai	one hour	March 16
Slovakia	one hour	April 8

* Clocks have been advanced one hour since last fall.

Third Daylight Bill

INDICATING growing interest in the proposition of establishing a nationwide daylight saving time system as a national defense measure, Rep. Rogers (R-Mass.) last Thursday introduced in the House the third proposal of this session to provide universal daylight saving time in the United States. Like the earlier proposal (HR-3789) of Rep. McLean (R-N. J.), Mrs. Rogers' bill (HR-4522) would provide daylight saving between the last Sunday in March and the last Sunday in October each year, an eight-month annual stretch. The third bill (HR-4206), introduced several weeks ago by Rep. Keogh (D-N. Y.), would provide seven months daylight saving time, from the last Sunday in April to the last Sunday in October. All three have been referred to the House Interstate & Foreign Commerce Committee.

EXECUTIVE SHIFTS ARE MADE BY KOY

REORGANIZATION of the executive staff of KOY, Phoenix, with appointment of John A. Reilly as commercial manager, was announced last week by Burridge D. Butler, chairman of the board of KOY and president of WLS, Chicago, and *The Prairie Farmer*. The staff changes followed the resignation of Fred A. Palmer as general manager.

Mr. Reilly, a former regular Army captain, has been with KOY for the last two years. He was director of special events of both the Chicago and New York World's Fairs and is well-known in that field. He joined KOY immediately following the close of the first year of the New York World's Fair and has worked in all departments of the station.

John R. Williams, with KOY for 12 years, has been named manager of operations. He had been program director for the past three years.

Albert D. Johnson, who joined the staff two years ago, was named business manager. Robert I. Thompson, at KOY two years, is chief engineer. The station has completed installation of a new 50,000-watt Western Electric transmitter and studios are being remodeled.

Hillman-Clapper News

WILLIAM HILLMAN, former European correspondent for *Colliers* Magazine, and Raymond Clapper, Scripps-Howard political writer, on April 28 start a thrice-weekly quarter-hour series *News—Here and Abroad* on NBC-Blue. Hillman heard last year from London on NBC, speaks from New York, while Clapper gives his views on the nation's affairs from NBC's Washington studios.

Dr. Smith Deferred

PREPARED TO wind up the *Where Are You From?* program on WOR, New York, because he had been called to active Army duty, Dr. Henry Lee Smith, 28-year-old Brown U speech professor who conducts the weekly half-hour of dialect detection, received a wire just one hour before the final program notifying him of deferrment until the school semester ends June 15. The script was hastily rewritten explaining that the program, sponsored by Rex Cole Inc., New York General Electric distributor and cancelled because of the irreplaceability of the professor's philological talents, would remain on the air until Dr. Smith, who is a reserve officer, goes into the Army.

Press-Radio Committee

APPOINTMENT of a committee of three to study the newspaper divorcement issue created by the FCC's order of last month was authorized by the radio committee of the National Council for the Prevention of Censorship, affiliated with the American Civil Liberties Union, at a meeting in New York last Thursday. Guests were Sydney M. Kaye, New York attorney and associate counsel of the radio-newspaper group, and Joseph L. Miller, NAB labor relations director. Morris Ernst, Civil Liberties Union general counsel, supported divorcement of newspapers from station ownership in a debate with Mr. Kaye. This resulted in the decision to appoint a committee not yet named. The radio committee also discussed the desirability of a Federal statute to relieve broadcast stations of all liability for libel and slander uttered over the air.

WITH FOREST FIRES RAGING

New England and Nebraska Stations Among Those Handling Urgent Disaster Messages

PRACTICAL DEMONSTRATION of how radio functions in a public emergency was given on two fronts in recent weeks. On April 21, when forest fires were raging throughout New England, Lieut. Gov. Horace T. Cahill of Massachusetts delivered an urgent safety message to the people of his State over the entire Colonial Network of 20 stations, warning against the dangers which threatened.

Transcriptions of the brodacast were made and serviced to all the other stations in Boston. These were broadcast repeatedly for several hours. By carrying the message over the Colonial Network, the six New England States were warned of the fire hazard.

Functioning as the directing force and the only means of communication with stranded motorists and between towns where telephone lines were down, KGFW, Kearney, Neb., helped save countless lives when an unprecendented blizzard raged April 19 through Central and Western Nebraska. Lloyd Thomas, owner and general manager of KGFW, Paul Roscoe, program director, Leslie Cox, announcer, and Kemper Wilkins, staff salesman, all went out in the country in various directions to aid in rescue work and to report back by telephone wherever possible.

At the studios the rest of KGFW's staff took telephone calls, sent out bulletins, and gave directions, coordinating efforts of all rescue groups. Rooms were secured for the homeless, food was donated for a soup kitchen which was set up, alarms for missing persons were carried by the station.

WBAL means business in Baltimore

Advertiser Merchandising Needs

(*Continued from page 13*)

reach them. It will certainly make them more conscious of what radio is accomplishing, and the value of radio advertising.

Any advertising department has to know what is going on to make possible the coordination of other departments' work with the advertising program. The sponsor will be eternally grateful to those stations which make this job easier.

These reports to the client may involve a tremendous amount of detail work—or they may be very simple. For example, one station has to write a daily letter and pay three cents postage to report contest mail, while the efficient merchandiser has a mimeographed postcard for all mail reports.

Here the rubber stamp, printed or mimeographed form will save stations hundreds of hours and dollars. A simple form or stamp can be prepared to report essential information accompanying courtesy announcement reports, newspaper tear sheets and clippings, dealer call reports, photographs and others. And these will be a lot easier for the advertising department to digest (see KLZ photo page 13).

Answering Inquiries

The advertiser expects the station to answer mail and furnish requested information with reasonable promptness. It is strange that this point should be mentioned at all—but when an advertiser sends out a questionnaire regarding merchandising details, he is lucky to hear from 60% of the stations. It takes three follow-up letters and four more weeks before the response reaches 90%! At least one station is allergic to mimeograph ink, refusing to read, let alone answer mimeographed communications!

Remember when national advertising was so scarce that we missed meals to answer an inquiry, then slept with the letter under the pillow for two weeks?

Advertisers have been accused of sending out questionnaires just to kill time. True, they sometimes cut paper dolls, too, but the client who is spending reasonably sound money at least deserves the benefit of the doubt.

Broadcasters may forget that the advertiser is working with 50 stations instead of one, plus up to several hundred branch offices, and has to set up administration details on his basis instead of the station's. Often five minutes time for a station man to fill out a questionnaire will save the advertiser several hours. Some of the information asked for is essential if the advertiser is to give the station sufficient material and support. Questionnaires often serve as a check to see if stations received certain material. They help the advertising department to prepare summary reports.

Photographs increase the effectiveness of station merchandising reports. Regular 8 x 10 enlargements of good shots are more usable, but snapshots taken by the boss's secretary are far better than none.

Coverage Facts

In addition to basic merchandising services—

a. Large, elaborate mailing pieces are impressive. But basic station information usually finds space in permanent files only when 8½ x 11 size.

b. When stations become familiar with their new frequency surroundings, it will be nice to have some up-to-date coverage maps and statistics. Don't accuse the advertiser of using coverage maps for scratch paper when he asks for more than one copy. He may need it for other persons and departments.

c. Accurate coverage information is vital and exaggerated coverage claims usually boomerang. Suppose a mis-informed advertising department advises a branch manager that his territory receives some coverage from WOOF and that advertising costs are being charged against him accordingly. If the manager never heard of WOOF, the advertising department looks pretty silly.

d. An advertiser may want to assemble station market figures according to his own sales divisions. So basic statistics, such as population, radio homes, food and drug sales, etc. should be broken down by counties.

e. The lack of reliable listener surveys for single markets is amazing—or else they are being kept in rep and station files.

f. An advertiser may have to take the cure before he can figure out what percentage of *individual* station costs should be charged against each of two or more sale divisions or territories which may fall within the station's coverage area. A method of pro-rating station costs apparently has received less attention from broadcasters than any other major topic—and is one of the most important to the advertiser.

Line of Distinction

Lacking any complete study, such as the one recently completed by WLW [BROADCASTING, Jan. 20], the next best thing is a county breakdown of mail response, separated according to *average* day and night periods. Eliminate early morning mail, unless as a separate study of that particular period. A surprising number of stations keep no mail records, believe it or not, and those who do usually combine daytime and night totals, which distorts the coverage picture.

It seems that any radio station which has or hopes to have any volume of national business should be able to render enough of the above services to meet the principal requirements of any national advertiser. A number of prominent station and commercial managers claim that a majority of broadcasters are against any attempt to regulate or regiment station merchandising, feeling it is impossible to draw a sharp line between station merchandising, selling and promotion . . . that such a code would be like adopting a selling code, with such provisions as:

Mostly Reasonable

(1) not more than one call per prospect per month; (2) not more than one letter per month to any advertising agency; (3) not over one salesman per 5 kw.; (4) not over 10% of the dealers permitted to display radio matter; and (5) no mention of a sponsor or his product except on duly authorized commercial broadcasts or in the men's room. When this happens we can all turn to FM and television for a fresh start.

A few broadcasters say advertisers make unreasonable demands, but most of us find it good business to keep our merchandising requests reasonable. Have stations lost many desirable accounts directly because they refused an unreasonable request? Will mama refuse to let Willie play with any and all children just because one or two happens to be brats?

HIZZONER the mayor (right) was go-between to bring together Harry Hartman, baseball announcer, and Mortimer C. Watters (left), vice-president of Scripps-Howard and general manager of WCPO, Cincinnati. Hartman held out for more money to announce the Cincinnati Reds games on WCPO under General Mills and Socony-Vacuum sponsorship. Hartman's contract was drawn up last year before the Reds captured the world's championship. His income, incidentally, is said to exceed that of Mayor Stewart, since he also sells and has other sports programs. WCPO has carried the games for 13 years. WSAI also broadcasts the games.

Most station managers are good enough business men to operate a merchandising department on a sound basis. And judging by their stand against the FCC, ASCAP and other punches from all directions, I furthermore believe these same broadcasters will have the courage to resist the ultimatums of any advertiser with a dictator complex.

Radio stations might follow the policy of KFPY and send their own merchandising questionnaires to the sponsor, such as "The following are the merchandising services we have available, and the material we need from the advertiser to render this cooperation. Please check those services you desire and indicate what material you will furnish . . ."

I am curious to know how many advertisers would answer.

More for Fels

FELS & Co., Philadelphia (Fels Naptha soap and chips), has enlarged its radio schedule to include six-weekly five-minute Polish programs on WEDC, Chicago, and six-weekly five-minute Italian programs and a weekly participation in the *Polish Telephone Hour* on WGES, Chicago. Contracts are for six months. Placed direct by Fels & Co., Chicago office. Sponsor, through S. E. Roberts Inc., Philadelphia, is currently running *Happy Hallow Gang* on WDGY, Minneapolis, where program originates and is fed to KDAL, Duluth, Minn.

A "Class A" market, St. Petersburg has a per capita buying power well above the National average. It's one of Florida's best markets and WTSP covers it thoroughly and economically. WTSP also gives you the rest of the rich Tampa Bay area for good measure. A 400,000 audience in one compact region.

Added to this bargain—your advertising is absolutely free every day the sun fails to shine.

WTSP

St. Petersburg TIMES Affiliate
A REGIONAL STATION
R. S. Stratton, Manager
St. Petersburg, Fla.
Represented by
Radio Advertising Corp.
New York • Cleveland • Chicago

SALES OPENING

Popular station in Middle West Metropolitan market has opening for radio-time salesman experienced in selling local and national business. Excellent opportunity for the man who can measure up. Give full particulars about yourself, state age, submit photo and references. Address Box 416, BROADCASTING.

Shepard Is Named By American Net

JOHN SHEPARD 3d, president of Yankee Network, was elected president of American Network, FM organization, at its first directors' meeting since its recent incorporation, held April 22 at the Hotel Ambassador, New York. John R. Latham, manager of the network's offices in New York, was selected executive vice-president; Walter Damm, WTMJ and W55M, Milwaukee, vice-president; Herbert Pettey, WHN, New York, sec.-treas.

American Network directors, in addition to the officers, include Gordon Gray, WSJS, Winston-Salem, and Harry Stone, WSM and W47NV, Nashville. Meeting considered routine matters necessary to start off the new corporation and also established a standard form of rate card for all member stations, with uniform discount structures, although each station determines its individual rates.

Frequency discounts were set as follows: Less than 26 times, net; 26-51 times, 5% discount; 52-103 times, 7½%; 104-155 times, 10%; 156 or more, 12½%. An additional 12½% discount will be granted to advertisers whose programs are broadcast continuously 52 weeks.

Stations will also maintain a uniform ratio between their base rates and briefer periods, as follows: 45 minutes will cost 80% of the hour rate; 30 minutes, 60%; 15 minutes, 40%; five minutes, 20%, and one minute, 10%.

Pending beginning of network operation, American Network office in New York is acting as sales representative for member stations, three of which are already operating commercially. Trio are: W47NV, Nashville; W55M, Milwaukee, and W39B, Mt. Washington, N. H.

FM Rate Card

W39B, FM station of Yankee Network, located at Mt. Washington, N. H., with offices at Yankee headquarters in Boston, has issued its first rate card. Station serves principal cities in Maine, New Hampshire and Vermont. Daytime rates are $25 per hour, $20 for three-quarter hour, $15 a half-hour, $10 for a quarter-hour, $5 for five minutes and $2.50 for a 30-word announcement. Night rates are $50 an hour, $40 for three-quarter hour, $30 a half-hour, $20 a quarter-hour, $10 for five minutes and $5 for 30 words. Discounts range up to 15% according to length of contracts and a 15% commission is allowed to recognized agencies on net station time only. New York representative is the American Network Inc., at 60 E. 42d St.

AXIS POWERS JAM BRITISH PROGRAMS

UNSUCCESSFUL ATTEMPTS by Axis radio technicians to jam shortwave programs sent out by the British Broadcasting Corp. were reported by Sir Noel Ashbridge, BBC controller of engineering.

In a report on the "pestering" activities of the Axis broadcasters, released by BBC in New York, Sir Noel explained that since British shortwave broadcasts are transmitted simultaneously on several frequencies, foreign listeners anxious to hear London news programs clearly can do so by switching from a jammed wavelength to a clear one.

The attempt to jam the British wavelengths was an indication of the effectiveness of BBC foreign language broadcasts especially those to France and Italy, Sir Noel said.

PHYSICALLY FIT for Army service was the decision of the medical board on Virgil Reames of the sales staff of KLZ, Denver. Here Lieut. Col. L. T. Brown, medical examiner for the third military area, takes Reames' blood pressure in a check-up preliminary to his induction and assignment to the Presidio in San Francisco for a refresher course. He will later transfer as a captain to the 40th field artillery at Camp Roberts at San Simeon. Others from KLZ already in the service are Chief Engineer Tom A. McClelland, who reported to Annapolis last Saturday, and Walter M. Harrison Jr., now at Camp Barkeley, Texas.

Plans Board Approves Site for KFVD's FM

AFTER MUCH opposition from property owners, the Los Angeles City Planning Commission in mid-April granted KFVD, that city, permission to erect an FM transmitter and tower at Crescent Drive and Wonderland Ave. in Hollywood Hills, if its pending application for commercial FM facilities is granted by the FCC. Los Angeles City Council Planning Committee must next sanction the site.

Property owners recently filed a protest with the Commission, claiming the proposed 150-foot self-supporting tower would have an adverse effect upon residential property values in that area. J. Frank Burke, KFVD manager, at both hearings declared there was a dearth of FM station sites in Southern California. If the pending KFVD application before the FCC is granted, studios and business offices would be located in downtown Los Angeles. The KFVD application before the FCC is for 45.1 mc. to cover 5,707 square miles in the Los Angeles area.

N. H. FM Applicant

LONE application for FM facilities during the past week was received from The Radio Voice of New Hampshire Inc., requesting a station in Manchester, N. H., on 43.5 mc. to cover 19,622 square miles and a population of 4,099,385. Applicant is operator of the recently started WMUR, Manchester, of which Edward J. Gallagher, publisher of the *Laconia* (N. H.) *Citizen* holds a minority interest. There are now 59 applications pending before the FCC.

RCA Video Exhibit

WITH THE middleweight championship boxing bout between Billy Soose and Ken Overlin as the main entertainment feature of the demonstration, RCA on May 9 will exhibit its large-screen theatre television system to motion picture exhibitors and members of the radio trade at the New Yorker Theatre, New York.

in the CONTROL ROOM

ALAN MUNCEY of the engineering staff of WCAU, Philadelphia, became the second member of the station to be called to active duty by the Navy when he was ordered to report at the submarine base in New London, Conn. Louis Fisher, WCAU announcer, is completing his schooling for an ensign's commission in New York City.

PAUL HOLTON, formerly of WCHS, Charleston, W. Va., has been made chief engineer of WCLO, Janesville, Wis. and Donald Yapp has joined the engineering staff to replace Dale Kealey, drafted.

WILLIAM BARRON, transmitter operator of WJLS, Beckley, W. Va., has transferred to the new WKWK Wheeling. Henry Robson has been appointed a transmitter operator at WJLS.

ELLIS W. CALL, announcer-operator; George Malone, technician, and Floyd Olson, Transradio press operator, all of KTFI, Twin Falls, Ida., have resigned to join the Alaskan Communication System and will be stationed at Kodiak Island. Thad Bulkley, announcer and Transradio press operator, formerly on the staff of KSEI, Pocatello, has joined KTFI in a similar capacity.

JOE HANDCHETZ, engineer of WFPG, Atlantic City, and formerly of WHAT, Philadelphia, has returned to the engineering staff of WHAT.

JULIUS C. GEISE Jr., engineer of WHAT, Philadelphia, and Alan Muncey, engineer of WCAU, Philadelphia, have been ordered to active duty at the submarine base, New London, Conn., both with the rank of lieutenants.

JACK H. TRAPIN, former transmitter designer of the Transmitter Equipment Mfg. Co., New York, and previously of WVFW, Brooklyn, has joined the engineering staff of WWRL, Woodside, Long Island.

RAY BERCH has been named a control room engineer of KTSA, San Antonio.

HARVEY WEHRMAN, control operator at KLZ, Denver, is recuperating after an operation.

J. D. JONES, of the engineering staff of WBAP-KGKO, Fort Worth, reported April 21 to the Naval Academy for a course in naval navigation.

ART TURNROSE, chief engineer of KWJB, Globe, Ariz., is the father of a baby boy born April 15.

GLEN GLASSCOCK, studio engineer of KOA, Denver, has been promoted to the rank of senior first lieutenant in the naval reserve. Glasscock is commanding officer of the naval communications reserve for Colorado.

BERNARD J. FULD of the engineering staff of WQXR, New York, has been called to active duty as one of four naval communications reserve officers selected for enrollment in a special course at the Naval Academy, Annapolis.

BILL BETTS, of the WRVA, Richmond, transmitter staff, has joined WJSV, Washington.

JAMES FELIX, formerly of WKBH, La Crosse, Wis., has joined the engineering staff of WAGE, Syracuse, N. Y.

WHEN the new WMAL transmitter was opened recently at Potomac, Md., the transmitting equipment at the original studio location downtown Washington was purchased by the Capitol Radio Engineering Institute to be used in training radio engineers for national defense jobs.

REL

FM'S PIONEER MANUFACTURER

Do you want your F.M. transmitter to be delivered promptly? We've already delivered dozens of them on time.

Do you want your F.M. transmitter on the air a few hours after you get it, with a full powered reliable signal?

We've already done this a dozen times. There's a whole world of difference between designs on drawing boards, and finished operating equipment.

Do you want to go ahead with F.M.—Then buy REL and go to it.

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

KDTH, IN DUBUQUE, SOON TO TAKE AIR

KDTH, Dubuque, Ia., affiliated with the *Dubuque Telegraph-Herald*, will go on the air about May 1 with 1,000 watts on 1370 kc., according to K. S. (Ken) Gordon, manager. Before joining KDTH, Mr. Gordon was midwest zone manager of West-Holliday Co., newspaper representative firm in Chicago. The station will be affiliated with MBS. A newly-completed three-story building houses the station exclusively.

Mr. Gordon

The Collins transmitter, located on the banks of the Mississippi, has a 370-foot Truscon tower and two 200-foot Winchargers for directional night operation. Studios use RCA equipment.

W. J. Binkley, formerly of KORN, Fremont, Neb., has been named commercial manager; Paul Skinner, from WMAM, Marinette, Wis., program director; Ruth Merritt, from WIBA, Madison, Wis., script and continuity supervisor; Silva Skinner, from WMAM, Marinette, musical director; Sherman Bowen, former program director of KATE, Albert Lea, Minn., sports and news.

George Freund, Harold Nagle and John Van Meter, all new to radio, and Fred Smith, formerly of WHBF, Rock Island, Ill., comprise the announcing staff. Other staff members are Arnie Stierman, formerly associated with Father Flanagan's Boy's Town, where he wrote scripts for that institution's radio shows, writer; Bob Graham, salesman; Ann McKeevor, librarian; Vanita Meyer, secretary. The engineering staff consists of Stanley Beck, formerly of WKBB, Dubuque, chief engineer; Charles Cain, from KGBX, Springfield, Mo.; Boynton Hagaman, from KROC, Rochester, Minn.

The station subscribes to Standard and Lang-Worth libraries. John E. Pearson, Chicago, has been retained to handle national sales.

Polish Music Liked

POLISH music is in greater demand than any other foreign music by listeners to member stations of BMI, according to a survey of listener preferences and requests. Second most popular foreign music was Italian, according to the breakdown, followed by Cuban and Latin American, Scandinavian and Hungarian music. BMI's latest catalog lists music of some 33 nationalities, and negotiations are pending for the acquisition of additional foreign catalogs, notably Polish.

New WBYN, Brooklyn

CALL LETTERS of the new Brooklyn station formed by the consolidation of WLTH, WBBC, WVFW and WARD [BROADCASTING, April 21], will be WBYN, under ownership of Unified Broadcasting Corp., according to Griffith Thompson, WBYN vice-president and general manager. Studios will be operated in Manhattan as well as Brooklyn, Mr. Thompson said. The Brooklyn studios probably will be at 554 Atlantic Ave. Board of directors of WBYN, consists of Samuel Gellard, president and general manager of WLTH; Aaron Kronenberg, president and general manager of WARD; Salvatore di Angelo, managing director of WVFW, and Peter Testan, manager of WBBC.

CONSERVING FOOD
WSB Promotes Collection of Jars for Canning

A STATEWIDE campaign to conserve food for national defense through the collection of jars for canning purposes, has been started by WSB, Atlanta, in cooperation with the Georgia Agricultural Extension Service. The station has distributed promotion pieces in the form of counter cards and window streamers to denote cooperating stores, so that persons will know where to bring the jars they wish to donate. This has been supplemented by spot announcements and extensive publicity through the press. Chain and independent groceries alike, have been contacted as collection agencies.

The project has been undertaken as a supplement to the Government's AAA program of granting a benefit payment of $3 to families canning the required amount of fruits and vegetables specified for 1941. It has been estimated that the cost of containers for each family's supply of conserved food will be about $20, and it is proposed to cut this cost considerably through distribution of containers donated by the public.

WISR are the call letters assigned to the new local in Butler, Pa., granted April 1 the Butler Broadcasting Co. to use 250 watts daytime on 680 kc. [BROADCASTING, April 7].

Arringtons Are Granted Covington, Va., Station

JOHN ARRINGTON and his wife, Marcia, former operators of WCHV, Charlottesville, Va., were authorized by the FCC April 22 to construct a new local in Covington, Va. Station, to operate with 250 watts fulltime on 1340 kc., has been assigned the call letters WJMA.

At the same meeting the Commission also adopted its previously proposed order of March 19 granting unconditionally a construction permit to the Natchez Broadcasting Co. for a station in Natchez, Miss., 250 watts on 1490 kc. [BROADCASTING, March 24]. Principals of the new company are P. K. Ewing, manager of WDSU, New Orleans, who also owns WGRM, Greenwood, Miss., and WGCM, Gulfport, Miss., 91% stockholder; his son, P. K. Ewing Jr., manager of WGRM, 3%; another son, F. C. Ewing, manager of WGCM, 3%; and M. M. Ewing, 3%.

KSWO Starts May 12

SETTING May 12 as the starting date of the new KSWO, Lawton, Okla., Byrne Ross, manager and co-owner of the station, has announced staff appointments thus far. The local was granted by the FCC last Dec. 5 to Mr. Ross, an insurance man, and Willard Carver, head of Carver Chiropractic College, to operate with 250 watts on 1150 kc. Clifford M. Easum, formerly engineer of KTOK, Oklahoma City, has been named chief engineer and Winifred Stabler, graduate of Oklahoma U with experience at WNAD, Norman, will be program director. Other staff members have not yet been chosen. Western Electric equipment is being installed and a Blaw-Knox tower erected.

WAGE Formal Debut

FORMAL OPENING of WAGE, Syracuse took place April 22, after eight days of actual operation [BROADCASTING, April 14]. The inaugural program was staged from Loew's Theatre and aired coast-to-coast on MBS, whose key the new station will be in Central New York. Ceremonies were staged a la Hollywood.

SECRETS OF FINANCIAL SELLING
Persistency and Frequency in Use of Air Medium Advised by Loan Association Executive

PERSISTENCY is vital to radio selling by financial institutions contends Allen C. Knowles, executive vice-president of South Side Federal Savings & Loan Assn., Cleveland, in an article in the April issue of the *Bulletin*, official publication of the Financial Advertisers Assn.

Institutions intending to use radio should pick a definite phase of their business to sell, Mr. Knowles writes. Whether it be mortgage loans, small loans, savings or general banking service, the plan should pointedly drive toward *one* accomplishment; side issues lead to frustration in any type of advertising, he says. Coupled with this single aim in advertising should be persistency, striving to build confidence and good will with clients, he advises.

A final important phase in financial advertising is proper selection of program material and placement, according to Mr. Knowles who cites as examples of good taste in program selection a bank in a predominately Polish city, that presented programs of polkas and obereks, traditional Polish folk music; an intrepid New York trust company that was enjoying success with sports programs; a vox pop program of a bank, presented from the lobby of the bank; and numerous other successful users of radio in the financial field.

Select the proper program, concentrate on presenting one service to the public and persistently keep that program before the public and you have the formula for successful use of radio by financial institutions, Mr. Knowles advised.

70,000

defense workers in the Youngstown district have just received a liberal pay raise. Most of them listen regularly to

WFMJ

INS

John Connolly, WBRC, says the INS pronunciation service for announcers "is the most progressive step we've heard of in a long time."

INTERNATIONAL NEWS SERVICE

HALIFAX, NOVA SCOTIA

Where more radio sets are located than any other centre of the Maritimes.

Halifax is served by the key station of the Maritimes

CHNS

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

IN BALTIMORE IT'S WFBR

NATIONAL REPRESENTATIVES EDWARD PETRY & CO.

ON THE NBC RED NETWORK

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

APRIL 19 TO APRIL 25, INCLUSIVE

Decisions . . .

APRIL 21

WRCA, New York—Granted temporary authority 9670 kc 100 kw.

W8XVB, Rochester—Granted extension temporary authority FM experiments.

W1XTG, Worcester, Mass.—Granted extension temporary authority FM.

APRIL 22

NEW, John & Marcia Arrington, Covington, Va.—Granted CP 1340 kc 250 w unl.

NEW, CBS, New York—Granted CP developmental station 330.4, 333.4, 336.4 mc.

NEW, Journal Co., Milwaukee—Granted CP television station 300-312 mc television.

WLAK, Lakeland, Fla.—Granted authority transfer control to Bradley R. Eidman (100 shares capital stock, par $100) and to assign $5,000 mortgage for $10,000 cash on condition neither Tribune Co. nor any of its officers, stockholders, agents, directors or employes shall have any stock interest, security interest against or part in management of WLAK, Lakeland.

WATR, Waterbury, Conn.—Granted CP new transmitter, change directional, increase to 1 kw.

SET FOR HEARING—**WENY, Elmira, N. Y.**, CP change to 590 kc 1 kw unl. etc.; **KWK, St. Louis**, CP change to 680 kc 50 kw etc.; **KFEQ, St. Joseph, Mo.**, CP increase to 5 kw unl. etc.; **KGGF, Coffeyville, Kan.**, CP increase to 5 kw etc.; **NEW, Scripps-Howard Radio, Texas Star Broadcasting Co.** and **Greater Houston Broadcasting Co., Houston**, each seeking CP 1230 kc 250 w unl.; **NEW, Herald Publishing Co., Klamath Falls, Ore.**, CP 1370 kc 250 w unl.; **NEW, Dorman Schaeffer, Klamath Falls, Ore.**, same except 1400 kc.; **NEW, Metropolis Co., Ocala, Fla.**, license 1490 kc 100 w unl., asking WTMC facilities; **NEW, Bay County Publishers, Panama City, Fla.**, license 1320 kc 100-250 w unl., asking WDLP facilities; **NEW, John C. Scripps, Ventura, Cal.**, CP 1460 kc 1 kw unl.; **WLAK, Lakeland, Fla.**, authority transfer control to Russell E. Baker.

APRIL 23

MISCELLANEOUS — **WSGN, Birmingham**, granted petition to reconsider and grant without hearing application for renewal of license and cancelled hearing; **NEW, Natchez Broadcasting Co., Natchez, Miss.**, adopted order granting unconditionally application new station 1490 kc 250 w unl. (certified copy of charter filed); **KLUF, Galveston, Tex.**, granted renewal license; **KOA, Denver**, denied stay of order 4-7-41 granting application **WHDH** for CP increase to 5 kw unl. directional N and suspended 4-7-41 order pending filing by **KOA** of rehearing petition.

APRIL 24

WMAS, Springfield, Mass.—Granted motion to dismiss without prejudice application CP change to 910 kc 1-5 kw directional.

WQBC, Vicksburg, Miss.—Granted motion withdraw application modification CP to add 500 w N.

WTEL, Philadelphia—Petition enlarge issues withdrawn.

MISCELLANEOUS — **KOVO, Provo, Utah**, motion dismiss application assign license withdrawn; **KWTO, Springfield, Mo.**, granted continuance hearing 60 days; **WGST, Atlanta**, granted continuance hearing license renewal for 30 days; **WRDO, Augusta, Me.**, granted continuance renewal hearing 30 days; **WTEL, Philadelphia**, granted continuance hearing on CP for 60 days; **W1XSO, Hartford, Conn.**, granted extension authority operate FM 43.7 mc 1 kw to 7-1-41; **W1XOJ, Paxton, Mass.**, granted extension authority FM 44.3 mc 50 kw to 7-1-41; **NEW, Stephenson, Edge & Korsmeyer, Helen L. Walton & Walter Bellati, Jacksonville, Ill.**, set for oral argument 5-22-41 in re proposed findings of fact on CP appications; **WPEN, Philadelphia**, granted modification CP increase power for 950 kc under treaty, change antenna; **WHYN, Holyoke, Mass.**, granted license new station, 1400 kc 250 w unl.; **WTMA, Charleston, S. C.**, granted modification CP for 1250 kc under treaty, change antenna; **KOIL, Omaha**, granted modification CP increase power for 1290 kc under treaty; **WDBC, Escanaba, Mich.**, granted modification CP new station for new transmitter; **KOMO, Seattle**, granted modification CP for directional antenna 950 kc under treaty, change antenna; **WFDF, Flint, Mich.**, granted modification CP new transmitter, directional N & D, for change in antenna, 910 kc under treaty; **KMO, Tacoma, Wash.**, granted modification CP new transmitter, increase to 5 kw, for new transmitter, change antenna, 1360 kc under treaty.

APRIL 25

MISCELLANEOUS—**WISN, Milwaukee**, granted modif. CP new transmitter for 1150 kc under treaty; **WFEA, Manchester, N. H.**, granted modif. CP new transmitter for 1370 kc under treaty; **WGES, Chicago**, granted modif CP increase power etc. for 1390 kc under treaty; **WFCI, Pawtucket, R. I.**, granted modif. CP for 1420 kc under treaty; **WBAA, W. Lafayette, Ind.**, granted modif. CP new transmitter etc. for 920 kc under treaty; **WSBT, South Bend, Ind.**, granted modif. CP change hours for 960 kc under treaty; **WDBJ, Roanoke, Va.**, granted modif. CP increase power for 960 kc under treaty, **WKBH, La Crosse, Wis.**, granted modif. CP increase power etc. for 1410 kc under treaty.

NEW, United Theatres, San Juan, P. R.; **NEW, Enrique Abarca Sanfeliz, San Juan, P. R.**—Denied CP 580 kc 1 kw unl. to United Theatres; granted CP 580 kc 1-5 kw unl.

Applications . . .

APRIL 19

NEW, Radio Voice of N. H., Manchester, N. H.—CP 43.5 mc FM 19,622 sq. miles, 4,099,385 pop.

WMRF, Lewiston, Pa.—Modification CP new station re transmitter, antenna.

APRIL 24

WCSH, Portland, Me.—License increase power, amended to 970 kc under treaty.

WPAT, Paterson, N. J.—Modification CP new station change transmitter, 930 kc under treaty.

WBEN, Buffalo—Modification CP for 930 kc under treaty.

WNAC, Boston—Modification CP for 1260 kc under treaty.

NEW, Genesee Broadcasting Corp., Flint, Mich.—CP 600 kc 1 kw unl. directional.

WKWK, Wheeling—Modification CP for new transmitter.

WSAI, Cincinnati—Modification CP 1360 under treaty, change antenna, amended to directional N & D.

WING, Dayton, O.—Modification license change antenna on 1410 kc under treaty.

NEW, Findlay Radio Co., Findlay, O.—CP 1300 kc 250 w. D, amended to 1330 kc 1 kw D, change antenna, new transmitter.

KGKO, Fort Worth—Modification license to maintain studios in Fort Worth and Dallas.

NEW, West Publishers Inc., Houston—CP new station 610 kc 1 kw unl. directional N, amended for new transmitter, change antenna, change applicant to partnership of J. M. West, J. Marion West, Wesley W. West, P. M. Stevenson.

KFDM, Beaumont, Tex.—CP new transmitter, directional N & D increase to 5 kw.

WIGM, Medford, Wis.—Modification CP new transmitter, change antenna, increase to 250 w, 1490 kc under treaty.

KWLM, Willmar, Minn.—CP increase to 250 w.

KXA, Seattle—CP move transmitter locally.

KBPS, Portland, Ore.—CP new transmitter, antenna, increase to 250 w.

NEW, Midland Broadcasting Co., Kansas City—CP television dismissed at applicant's request.

Tentative Calendar . . .

APRIL 28

WRDO, Augusta, Me.—License renewal.

APRIL 29

W1XG, Boston—Modification visual license.

APRIL 30

KMLB, Monroe, La.—CP 1410 kc 1 kw unl. directional N.

MAY 1

WGST, Atlanta—License renewal.

MAY 26

WCAM, Camden, N. J.; **WCAP, Asbury Park**; **WOAX, Trenton**—Renewal license. **WTNJ, Trenton, N. J.**—CP 1230 kc 1 kw unl. directional; **NEW, Trent Broadcast Corp., Trenton**, same; **WDAS, Philadelphia**, CP 1260 kc 1-5 kw unl. directional N.

JUNE 6

NEW, Butler Broadcasting Corp., Hamilton, O.—CP 1420 kc 250 w unl.

JUNE 23

WFNC, Fayetteville, N. C.—Assignment license and renewal license.

JUNE 25

KDRO, Sedalia, Mo.—CP 800 kc (under treaty) 1 kw D.

THIS CURVE DOUBLES THE STRENGTH OF ANTENNA STRUCTURE INSULATORS
LAPP
The compression cone, of electrical porcelain, is proved in service as the most satisfactory design to carry the mechanical and electrical loads imposed on antenna structure insulators. And by curving the sides, Lapp engineers doubled the strength of this "teacup to hold a million pounds." In 20 years, no antenna structure has ever failed because of the failure of a Lapp porcelain part.
Specify LAPP FOR SECURITY IN ANTENNA STRUCTURE INSULATORS

NBC-PACIFIC BLUE BILLINGS INCREASE

NBC-PACIFIC Blue network billings for the first quarter of 194[illegible] "will be substantially in advance of 1940" Tracy Moore, Hollywood sales manager, announced on April 23. He reported three more advertisers have contracted for time within three weeks. Others are expected soon.

Neighbors of Woodcraft, Portland, Ore., (insurance), on May [illegible] starts a weekly half-hour Western comedy-dramatic series, *Grandpappy and His Pals*, on 23 NBC West Coast Blue stations, Fri. 8-8:30 p.m. (PST). Contract placed by Mac Wilkins & Cole, Portland, is for 52 weeks.

Los Angeles Soap Co., Los Angeles (Sierra Pine soap), on April 28 starts a five-minute participation five times per week in the commentary program, *Art Baker's Notebook*, on 11 NBC-Pacific Blue stations (KGO KECA KTMS KFSD KEX KJR KGA KFBK KWG KERN KOH), Mon. through Fri., 11-11:30 a.m. Contract is for 52 weeks, placed by Raymond R. Morgan Co., Hollywood.

Lime Cola Co. of California, Vernon, Cal. (beverages), on April 2[illegible] started for 13 weeks a new interview-quiz program *Kids of the Week*, on 8 NBC-Pacific Blue stations (KECA KJR KFSD KTMS KOH KFBK KWG KERN), Sunday, 5-5:30 p.m. (PST). Davis & Pierson Adv. Agency, Los Angeles services the account.

New Station Affiliations Are Promoted by MBS

TO ANNOUNCE the switchover this October and June, 1942, of five stations from their present network affiliations to MBS, the network ran a half-page advertisement in the *New York Herald-Tribune* April 21 and will take a similar ad in the *New York Times* the first week in May. The ads are timed to break during the conventions of the ANPA and the 4 A's.

WCAE, Pittsburgh, and WFBR, Baltimore, both basic NBC-Red stations, become MBS affiliates Oct. 1, as does WGR, Buffalo, now a CBS station. WNAC, Boston, now NBC-Red, and WEAN, Providence, now both Mutual and NBC-Blue, will become fulltime MBS affiliates in June, 1942.

Holland Festival

HOLLAND FURNACE Co., Holland, Mich., on May 17 will sponsor a half-hour broadcast, *Holland Tulip Festival*, direct from Holland, on 105 NBC-Blue network stations 1-1:30 p.m. (CDST) [BROADCASTING, April 7]. Agency is Ruthrauff & Ryan, Chicago.

PADUCAH Broadcasting Co., operator of WPAD, Paducah, and WHOP, Hopkinsville, Ky., has applied to the FCC for a new 250-watt daytime station on 860 kc. in Henderson, Ky.

CLASSIFIED Advertisements

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Announcer-Engineer—Good voice, experience unnecessary. Small city Rocky Mountain West. Box 402, BROADCASTING.

Salesman—Experienced in selling in medium size city. Give complete record. Salary basis. Box 424, BROADCASTING.

Combination Announcer — Ad-libber, draft exempt, Gentile, for regional station. $25 starting salary. Box 403, BROADCASTING.

Wanted Immediately—By New England Network Station—Program Director—Send transcription, experience and references. Box 406, BROADCASTING.

Experienced Announcer—$100.00 per month to start plus talent fees. Send transcription. Chance to advance to program director. Box 423, BROADCASTING.

Positions To Offer—Combination operator-announcers, transradio press, salesmen, others except talent. Register with recognized employment bureau — National Radio Employment Bureau, Box 864, Denver, Colorado.

Sales Manager-Station Manager—One who can buy minority interest in full time local station. Give full details of experience and location preferred. Box 421, BROADCASTING.

Wanted—6-piece versatile hillbilly combination play oldtime dance, stage acts, radio programs. Must be versatile entertainers with genuine oldtime dance rhythm. Permanent job for right group. KTFI, Twin Falls, Idaho.

Secretary-Stenographer—Young woman to assist Manager of local station. One who desires radio career. Pleasant surroundings in middle Atlantic city of 20,000. State age, marital status and salary desired. Box 420, BROADCASTING.

Experienced Salesman—Wanted at once for local accounts. Must be clean cut, aggressive, and able to furnish good references. Salary position with new midwestern network affiliate station. Send picture, full particulars and references first letter. Box 405, BROADCASTING.

Situations Wanted

Announcer—Excellent voice, year's experience, college education, references, transcription, now employed. Box 418, BROADCASTING.

Commercial Man—Five years' experience. Now employed. Desires affiliation with progressive station, regardless of location. Excellent record. References. Box 414, BROADCASTING.

Situations Wanted (Continued)

Why Lose Money?—Will manage Southern station profit sharing basis — you can't lose. Box 407, BROADCASTING.

Announcer—Continuity writer. Two years' experience. College degree. Adaptable. Employer references. Box 408, BROADCASTING.

Announcer-Engineer — Experienced, first class, copywriter, employed. $25. Two weeks. Photo, transcription. Box 410, BROADCASTING.

Operator Licensed—Studio. Remote and transmitter. 4 yrs. standard broadcast. 1 yr. U. H. F. broadcast 5 k.w. experience. Box 422, BROADCASTING.

Manager-Program Director—For local station . . . extensive program, continuity, sales, sales promotion, publicity, public relations, and agency experience. Age 27, draft exempt. Box 419, BROADCASTING.

Newscaster-Commentator—Man with broad cultural background; exceptionally fine voice; capable preparing, editing copy; available part-time, fill-in; moderate salary; New York or vicinity. Box 417, BROADCASTING.

Commercial Manager—Nine years of sales and merchandising. Last seven years with one of the most successful managers of the NBC affiliates. Details on request. Box 404, BROADCASTING.

Sales Executive Producer—Thirteen years' experience as salesman, commercial manager, with outstanding network affiliate. Familiar all problems affecting local, regional, national sales. Wide agency acquaintance. Besides executive duties, have produced personal sales volume averaging over forty thousand dollars annually. Now employed. Prefer commission basis. Best references. Box 415, BROADCASTING.

Coordinator—Married. 39 years. Now connected with Major originating Network Station. Good reason for change. Twelve years background production-program-sales-continuity. Network credits. Have proven ideas and programs to replace kicked around offerings. Offer salesmen that needed confidence. Prefer middle-west or west. Salary etc. discussed on receipt of inquiry. Box 412, BROADCASTING.

Wanted to Buy

Pacific Coast Station—Wishes to contact anyone having good 5 kilowatt transmitter for sale. Box 409, BROADCASTING.

Recording Equipment—Either Presto Model "Y" or similar model in another approved make. M. D. Wynne, Griffin, Georgia.

Wanted To Buy—Used one Kilowatt Transmitter; also used Tower, two hundred feet or over. Box 411, BROADCASTING.

Wanted Used Equipment—Late kw Transmitter, good condition. W.E., RCA or Collins. Also 179-foot Blaw Knox double laced insulated Tower. Wire KCRC, Enid, Oklahoma.

For Sale

Assortment New And Used—Mica transmitting condensers priced very reasonable. Box 401, BROADCASTING.

FM

with Simplified CIRCUIT DESIGN

GENERAL ELECTRIC

Daylight Finder

WITH daylight saving time for many U. S. cities at hand and Government action on universal daylight time not yet undertaken, NBC-Blue last week rushed a time-finder through the printing plant and the mails to give agency executives an easy, rapid way of translating New York time into the time of any other major city.

Spots for Pipes

CONTINENTAL BROAR PIPE Co., Brooklyn, in a Father's Day promotion for Royal Duke pipes, is using spot announcements thrice-weekly on WOR, New York; WLW, Cincinnati; WMAQ, Chicago; WBZ-WBZA, Boston-Springfield. Agency is Maxon Inc., New York.

WNAX, Yankton, S. D., has acquired from Brownell Transcription Features a series of transcribed shows from Camp Claiborne, La. The series follows the Wrigley *Dear Mom* show Sunday evenings.

SITUATION WANTED . . . married . . . ten years experience advertising agency, radio sales, station management, including local and regional 1000 watt CBS station in city of 300,000. Successful record. Reference from past employer. Desire agency or station connection. Box 413, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • NA. 6718

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Advertise in BROADCASTING for Results!

Creator Defends Freedom Program

Boyd Replies to Attacks by Recounting Its Background

WHILE CBS last week maintained its official attitude of ignoring the continuing attacks of the Hearst press against the Free Company programs broadcast each Sunday afternoon over its network, James Boyd, national chairman of the Free Company, explained the inception and purpose of the organization at a press meeting held April 22 in the group's headquarters in New York.

A well-known historical novelist, Mr. Boyd was called to Washington last fall to aid in publicizing the alien registration program, he stated, and while there and constantly encountering foreign propaganda he and others, including Attorney General Robert H. Jackson and Solicitor General Francis Drexel Biddle, conceived the idea of combating this by restating in dramatic terms the basic American belief in freedom.

Wide Commendation

Mr. Boyd contacted other writers, and later actors, who contributed their services. When enough members had been attained to insure the production of a series of dramas, he then got the support of CBS in broadcasting the series. From its inception Feb. 23, thousands of letters of commendation have been received, he said, including one from Mrs. Roosevelt.

It was not until Orson Welles presented his broadcast of the series, on April 6, Mr. Boyd said, that the Free Company met with any opposition or disapproval, but immediately thereafter the Hearst papers began their attacks.

In Washington a spokesman for the Department of Justice confirmed Mr. Boyd's statement but said the Department did not pass on scripts for the individual plays. The spokesman said the Department had approved the general idea of the Free Company.

Rival Campaign

RIVAL PACKING Co., Chicago (Rival Dog Food), on April 7 started a thrice-weekly five-minute transcribed program on WABC, New York. In addition sponsor is running a varying schedule of station break announcements on nine stations [BROADCASTING, Jan. 20]. Contracts are for an undetermined length. Agency is Charles Silver & Co., Chicago.

History of Regulation

COMPILED by Mary O'Leson, assistant to the director of information of the FCC, *Short History of Radio Regulation*, was released last week by the FCC. The 28-page mimeographed document includes a chronology of the Federal Radio Commission and the FCC. It is available as FCC Interoffice Information Memo, Release No. 49332, on request at the FCC.

'SUBURBAN HOUR' WITH NORMAN ROSS

By H. G. BULLOCK
Vice-President, The Caples Co.

WHEN an advertiser buys radio station time for a 30-day period for a special purpose, and the program proves so successful that it is still on the air and going strong after 5½ years—that's success in any man's language.

That is the story of the *Suburban Hour* with Norman Ross over WMAQ, Chicago, every weekday morning 7 to 8 a.m., sponsored by the Chicago & North Western Railroad.

Mr. Ross

In September, 1935, our client, the Illinois Central System, made extensive changes in suburban train schedules and fares. To get the story over to regular and potential patrons, it was decided to use radio time for a 30-day period, and the *Suburban Hour* got its start. It consisted of recordings and transcriptions of classical and semi-classical music of the best type, frequent time signals and weather reports, and commercials adlibbed by Norman Ross.

More Than Its Job

Before the original 30 days ended, it became evident that the program was not only doing the job it was intended to do for the railroad's suburban service, but it surprised everyone concerned by producing unexpected sales of the railroad's other services.

It sold tickets to Florida, New Orleans and Mexico and cruises to the Caribbean and South America. There were very definite indications that the service features, such as the time signals and weather reports and the high class music, were earning goodwill for the advertiser that was very definitely influencing the routing of freight shipments.

Direct evidences of the productivity of the *Suburban Hour* were so conclusive that it continued under the sponsorship of Illinois Central until February, 1937 when Chicago & North Western took over the sponsorship.

On March 24, 1941, the program was renewed by the Chicago & North Western for its fifth consecutive year.

The most remarkable thing about it is that for almost six years no change of any kind has been made in the program itself and yet its popularity and listening audience have been steadily growing until both are greater now than at any previous time.

Every one of the tests that have been made from time to time have proved this steady growth. These tests include telephone surveys, surveys among passengers on board trains, and mail tests. All have produced similar results.

The latest test was made on the occasion of the last renewal on March 24, when Norman Ross asked his audience to tell him whether they liked the program, or would like changes in the music or the announcer.

Why It Succeeds

Several thousand letters were received as a result of this one request by Ross. An analysis of these letters gives a good idea as to why the program has been so successful:

Fifty-five percent told us they listened because they liked the good music. Sixty-seven percent gave credit to Norman Ross' unique personality. From the agency point of view the most pleasing and remarkable fact was that 32% of the writers actually said they "liked the commercials".

Whether it's the high-class music, Norman Ross' unfailing cheerfulness, "he-man" personality (he's a former Olympic swimming star) and irresponsible quips, the frequent time signals and weather reports, or the painless commercials that have made it so, the *Suburban Hour* after 5½ years on the air is one of the most popular local programs on the air today, and "Uncle Normy" is looked upon as one of the family in hundreds of thousands of homes throughout the Midwest.

Newsmen's Banquet

SECOND annual dinner of the Radio Correspondents Assn., governing body of the House and Senate Radio Galleries, will be held May 8. Invitations have been sent President Roosevelt, Vice-President Wallace, Speaker Sam Rayburn, Senate Majority Leader Barkley, Senate Minority Leader McNary, House Majority Leader McCormack, and House Minority Leader Martin. Albert Warner, CBS Washington commentator, retiring president of the association, is in charge of general arrangements. H. R. Baukhage, NBC Washington commentator, the incoming president, will take office.

AFA to Consider Problems of Radio

Departmental Planned May 28; Roundtable Discussion

A RADIO departmental session, devoted entirely to problems of advertising on the air and conducted under the auspices of the commercial division of the NAB, will be held May 28 during the 37th annual convention of the Advertising Federation of America, meeting at the Hotel Statler in Boston, May 25-29.

Plan Roundtable

Another feature of the AFA convention will be the "town meeting" on advertising on Monday, May 26, George V. Denny Jr., moderator of the *Town Hall* broadcasts, will act in that capacity, with the following participants: Hill Blackett, vice-president, Blackett - Sample - Hummert; Carle Conway, chairman of the board, Continental Can Co.; Dr. George H. Gallup, vice-president, Young & Rubicam; Harfor Powel, director of information, Defense Savings Staff, United States Treasury Department.

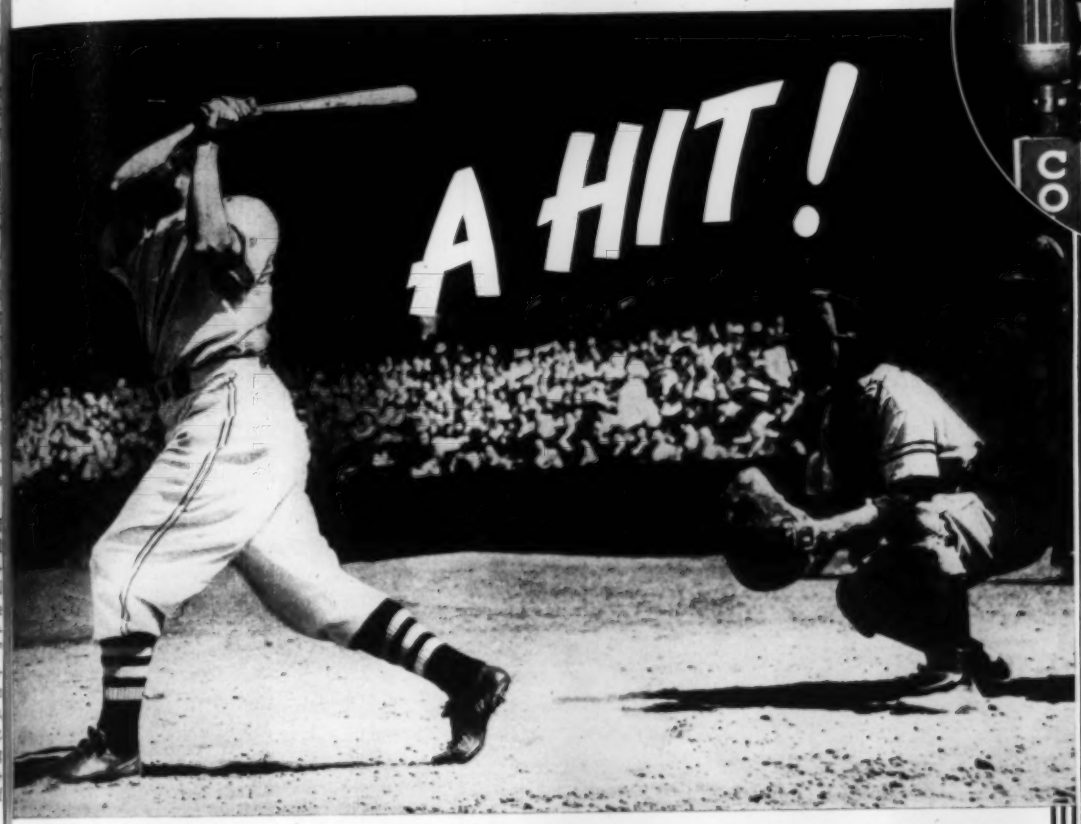
Raymond Rubicam, chairman of the board, Young & Rubicam, will be the featured speaker of the convention, addressing the general luncheon session on May 28 on the theme, "What is ahead for advertising in the world of tomorrow." In addition to the radio departmental, similar sessions will be held on magazine, newspaper, house organ, outdoor and premium advertising. The Public Utilities Advertising Assn. will, as usual, hold its convention coincidentally with that of the AFA.

Aside from the May 28 radio departmental, several other broadcasting features are being planned for the convention. The evening of May 27 Boston stations in cooperation with the networks will furnish entertainment for a cabaret party. Kingsley Horton, sales manager of WEEI, is to be in charge as chairman of the radio entertainment committee. Also it is planned to present as a feature of the May 28 luncheon session a shortwave interview between the AFA president, E. G. Borton, and the head of the British Advertising Federation in London.

Songwriters' Suit

FOLLOWING the action started in New York Supreme Court in March by 14 songwriters against NAB, BMI, NBC, CBS and officers and directors of those companies [BROADCASTING, March 17], suit for $1,217,500 damages was filed April 25 in that court. The plaintiffs, all ASCAP members but one, charge the defendants conspired to acquire control of the songwriting business at the time of the ASCAP-BMI fight. ASCAP is in no way associated with the action, it is understood. Attorney for the plaintiffs is Robert Daru of Daru & Winters, New York.

With Fans and Sponsors..



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WNBH	New Bedford
WTHT	Hartford
WATR	Waterbury
WBRK	Pittsfield
WNLC	New London
WLNH	Laconia
WRDO	Augusta
WHAI	Greenfield
WCOU	Lewiston, Auburn
WSYB	Rutland
WELI	New Haven

The Colonial Network

21 BROOKLINE AVENUE · BOSTON

EDWARD PETRY & CO., INC., *National Sales Representative*

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XUM

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DON SEARLE, GENERAL MANAGER
EDWARD PETRY & CO., NATIONAL REP'R

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

MAY 5, 1941

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USE

KANS

WICHITA, KANSAS

Commemorating Daylight Saving Time, 1941.

"Will You Hate Me In September As You Do In May?"

By WILLARD DURRE EGOLF

I know an ad - ver - tis - er who says he's sad but wis - er

He al - ways thought broad - cast - ing was sub - lime

But now he cries, "Two - tim - er! You faith - less panto - mim - er"

All be - cause of Day - light Sav - ing Time! (and so this rhyme.)

CHORUS - Brightly but Politely

Will you hate me in Sep - tem - ber as you do in May?

Just be - cause the hours we knew are gone a way!

Oh, be - - lieve me, there are o - thers, To whose will I must bow!

Ritard

Though I don't de - serve it. Say you'll love me - an - y - how!

KVOO

25,000 Watts Tulsa, Oklahoma